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Confidentially Yours

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Tank Cars Now Gravest Problem

Here are the real reasons why you should not expect any easing in the oil and gasoline supply for civilians -- at least not in the foreseeable future:

1. While military needs are increasing rapidly, the tank car situation is now critical. Tank cars are breaking down fast. The West Coast is facing an acute gasoline shortage.
2. While the Big Inch pipeline and more water transportation theoretically should have freed many tank cars, actually, the effect is negligible in the overall picture. Besides the larger number of tank cars breaking down, those remaining are being used increasingly for much longer hauls.
3. Engineers say privately that the opening of the Little Big Inch pipeline will not bring any great overall relief. For various reasons, it is known that the line will NOT be able to deliver anything like its rated capacity of 235,000 barrels in the next few months.
4. The military program calls for the increasing use of remaining tank cars for transportation of other products, such as alcohol and cottonseed oil.
5. End of the war in Europe will call for vastly greater oil and gasoline shipments to the West Coast. This MAY bring a slight easing in restrictions for the East (although it's by no means assured), but it's almost certain to reduce civilian gasoline rations further on the West Coast.

Your Food, Wages, Rent, etc.

Here's what Washington insiders hear about things like food and clothes and living conditions:

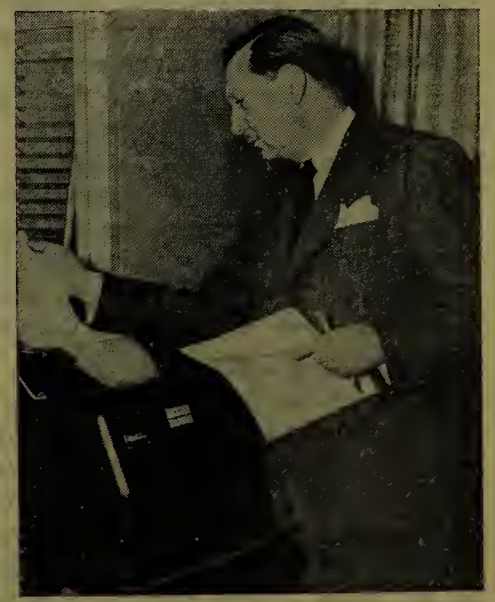
FOOD prices will keep on going up-- but just MODERATELY . . . a little at a time. Don't be surprised if the government has to abandon its price-rollback on meat and butter. Except for just a few staples like potatoes,

Between Ourselves

A good tip for motorists and garage men: Conserve your rags and your paper towels. Paper is getting scarcer and scarcer. Many drivers who have discovered that cleansing tissues are admirable for windshield wiping will probably have to abandon this luxury. The familiar cry in drug, grocery and department stores now is: "Sorry, no more tissues!" Hand towels are likely to be equally scarce very soon. The public will have to go back to old cloth towels, napkins, handkerchiefs, etc. Keep 'em clean and they'll prove useful. The government needs all your paper, but rags can be conserved for car care. Garages and service stations find it harder every day to provide paper towels for their washrooms.

* * *

Here's a footnote to history: After his flight to Scotland in 1941, Nazi Deputy Leader Rudolf Hess was housed for a while



ARTHUR HALE, the voice of "Confidentially Yours," whose revelations have made news history for nearly five years, is now sponsored exclusively by Sinclair Refining Company three times each week over a coast-to-coast Mutual network. The broadcasts occur every Tuesday, Thursday and Saturday at 8 p.m. EWT in most cities. Consult your newspaper for local time of Arthur Hale's broadcasts.

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there's going to be just a little less of everything available for civilians.

As for WAGES, they'll also be a little higher in most occupations during the coming year. CLOTHING prices are going to rise a little. In fact the WHOLE COST OF LIVING is going to increase about 3 per cent this year, according to the latest word from government experts.

How about RENT? There's one bright spot in the picture. There'll be almost no change in rents.

Watch for These Changes

Lots of us who are now making good money in war jobs won't have smooth sailing this year. We might as well prepare for it. War factories are beginning to close down here and there . . . workers are being let out while the plants change over to other war goods . . . or while they cut down on their output.

This sort of thing will get worse as the time nears for Germany's defeat. Some plants will be going full blast and crying for more help. Others are going to SHUT DOWN temporarily. More and more workers are going to be LET OUT . . . more and more will have to CHANGE JOBS and look ELSEWHERE for work. That's all part of the necessary change that is going on in the war program . . . and that MUST keep going on as the picture changes.

There'll Be Hairpins and Girdles; No Automobiles

Here are some other things that will affect you: After many misleading statements and false promises, you can soon look forward to getting some of those little everyday necessities that the war has made scarce. Many of them will be back in stores in large quantities by late spring . . . such things as coffee pots, teapots, other kitchen utensils, bobby pins, hairpins, tools, buckets . . . generally most of the smaller stuff that's been crowded by bigtime war production.

But DON'T look for the bigger things that you really yearn for -- not for the rest of 1944 anyway. We mean the shiny new electric refrigerators, the new washing machines or new automobiles. Despite all the wishful thinking now going on, latest inside dope says there's virtually NO hope for them for another 12 long months.

And DON'T count on being able to build a new home. The materials you need to build a home are easing up, all right, BUT the Army and Navy want to accumulate big stockpiles of them as long as Germany is still in the fight.

It's Authorized—But You'll Have to Wait

Incidentally, in reading or listening to the news, remember this tip. You'll hear, for example, that a certain amount of steel, aluminum or other material has been AUTHORIZED for civilian use . . . or that so many thousand electric irons or other appliances have been AUTHORIZED by the WPB. This doesn't MEAN they are going to be MADE . . . for it's usually a long way from the step of AUTHORIZING them to the point where they're standing on the shelves and counters, ready for you to BUY.

You hear talk again about TRAVEL RATIONING . . . that the strain on railroads is getting worse than ever and that the armed services will need still more of the avail-

Between Ourselves

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in the Tower of London. Unlike some famous Englishmen who were domiciled in this famous edifice, Hess, a German, came out alive!

* * *

There's talk again in Washington and Detroit of requisitioning motor cars in the hands of the public sometime next year. "Requisitioning" is a harsh word . . . but it's entirely possible that the government may have to redistribute our motor cars in some way to get them into the hands of those who need them most.

Here's the way it's figured: No new cars can be made until some time after Germany's defeat . . . and maybe not even then. There'll be no large-scale reconversion in the automobile industry until Japan is beaten, because the industry will still have to turn out all the airplanes and parts that it can.

A minimum of 20 million cars is necessary to our civilian life. We now have 24½ million, but 3 million will have to be scrapped this year, leaving just 21½ million by the year's end.

The government is pushing the automobile parts program and the commercial truck program, hoping to avert requisitioning . . . and we're likely to have more of both in the next half year . . . but the motor car situation will become more serious as 1945 approaches.

* * *

The famous German military expert Karl von Clausewitz wrote in one of his lectures for the benefit of Crown Prince Friedrich Wilhelm: "We must familiarize ourselves with the thought of honorable defeat." By this time, Germany must be on intimate terms with that very idea. The one they pretend to high-hat is unconditional surrender.

* * *

Confidentially, army men in Washington think it a good rule for generals' wives to be seen little, and heard not at all.

Mrs. George C. Marshall, wife of the U. S. Chief of Staff, emerged from this traditional privacy the other day to open a War Bond drive show in New York, but the results are not happy.

Mrs. Marshall spoke of heading a grandmothers' War Stamp League. Army men do not like to think of their leaders as grandfathers, but as physically fit, youngish, trim-figured soldiers.

In view of some suspicions that Marshall might have been passed over for the job of directing the invasion of Europe, the indirect reference to him as a grandpapa was not exactly felicitous.

* * *

Impartial observers are wondering what was back of the booing that U. S. Marine Barney Ross received at a Boston boxing match? Barney, who volunteered for the Marines and participated in hot fighting at

able travel space this year. That's no lie. They will. But the inside word from Transportation Commissioner Eastman's office in Washington today was that there's still almost no chance that train tickets and bus tickets will be rationed. You'll be urged more than ever to stay off the trains and busses . . . and Washington would certainly like to ration those tickets if it could . . . but the fact remains that the job is just too difficult to handle.

Better Tennis Balls and More Perambulators

The SPORTS FANS will have a better year. Synthetic rubber processing has now reached the point where better tennis balls, golf balls, footballs and so on can be turned out. There'll be better girdles for the ladies . . . and there'll be more steel for BABY CARRIAGES.

Toward the middle or latter part of the year, according to latest inside advices, civilians will get all the AUTOMOBILE TIRES they need. Until then, go easy on yours and have them recapped just as soon as they're smooth.

Protecting Us from the Varga Girl

Uncle Sam's authority-wielders seem to be clamping down on the feminine form. The War Department advises army editors to omit "cuties" from soldier newspapers. Officialdom appears to be trying to de-glorify the pin-up girl. Ever since man first wore uniform, the average soldier's outfit has included choice displays of feminine faces, arms and legs. Good for morale, say some; bad for morals, insist others.

One writer in the Soldier's Christmas Reader says Varga and Petty girls are monstrosities. Our Postmaster General seems to agree. Esquire, the magazine that deifies the Varga dream, is deprived of its second-class mail privilege.

At all this fuss the soldier smiles. Why should warriors be safeguarded by worriers?

Who Is Marshall Tito?

Of all the marshals in this war, Marshal Tito of Yugoslavia is the most baffling. Contemporary historians are still trying to catch up with the story of this humble working man from Croatia. Born 53 years ago, he's recognized today as a potent ally by Stalin, Roosevelt and Churchill.

Marshal Tito not only commands his Partisans -- a revolutionary army of 200,000 Yugoslavian stalwarts -- but has a well-oiled government with ministries of finance, education, post, transportation, etc. In Tito's land, trains run on time and bonds pay interest.

The man himself is an enigma. In him Destiny and Mystery meet and shake hands. Yet Marshal Tito himself figures it very simply, as follows: He spent his twenties in war, prison camps and civil war; his thirties in conspiracy and prison; his forties mostly on the losing side of the Spanish civil war. Fighter, worker, rebel, in his fifties he has become one of the big figures of world conflict.

Preview of Postwar America

Let's look forward to peace for a moment . . . especially to the kind of lives we're going to lead after the

Between Ourselves

Continued

Guadalcanal, was a popular ring champion before the war. What's the matter now? Some service men in the crowd claimed that Barney isn't the hero painted in War Bond drives. Others attributed the incident to recent anti-Semitic agitation in Boston. The Hub still has a "Christian Front" element.

* * *

Congress has cut down on appropriations for radio broadcasts of government activities. Federal departments must also give up the issuing of pamphlets.

Let the newspapers carry the information, say the Congressmen, ignoring the fact that the press throws away most government releases. Congress has also forgotten that such measures as the wages and hours bill would never have been passed but for the stimulus of radio and pamphlet.

* * *

Radio has been a great medium for the present administration in Washington. President Roosevelt, it is figured, has averaged one broadcast to the nation every two and a half weeks for the last eleven years, not counting his campaign speeches of 1932. His address to Congress on January eleventh, was the President's two hundred and seventieth speech as chief executive. Hitler hasn't made nearly as many since 1933.

* * *

Some leaders in the auto industry are impressed with recent arguments against the common use of the word "accident." Discussion started with an article in The Physical Educator. The writer asserted that most of what we call accidents are improperly labelled. An accident, they say, is something that's nobody's fault, whereas most so-called accidents are the result of somebody's negligence. The suggestion is, call them "negligidents," not accidents. . . . And such common expressions as "Accidents will happen" are called misleading and even harmful. Accidents, it is argued, don't happen unless somebody is negligent. The only objection to "negligident" advanced thus far is that it is hard to pronounce, equally difficult to remember.

* * *

New York's Governor Thomas E. Dewey is rather a short man. Some of his critics say he is sensitive about his five feet eight . . . so much that he wants only men of low stature about him.

However, if the Democrats were figuring on making political capital out of an alleged "short man government," they'd better look at statistics. The governor's secretary, Paul Lockwood, is six feet three; John E. Burton, budget director, five, eleven; State Tax Commission President Rollin Brown, six feet; and other six footers are Superintendent of Public Works Charles E. Sells and Agriculture and Markets Commissioner

war and the kind of America we're going to have.

Some of the greatest brains in this country have been researching into the problems of peace for some time now. Here's a preview of America after the war, as these experts see it:

It will be an America of vast and turbulent changes. Overnight, almost, the populations which gradually have been shifting to war production centers will start moving again. Most war boom cities will shrink and be unable to feed their swollen populations. But many large regions, particularly the SOUTH and the WEST COAST, will enjoy a new prosperity surpassing anything they have ever witnessed.

In the last two years we have seen the biggest mass movement of Americans in all history. Some cities are going to go into a grave decline . . . and the census bureau experts say that two of these will be New York and Boston.

These Are Lucky Cities

The cities with the best chances of holding their recent growth include those which were growing rapidly BEFORE the war, but which also have been BOOMED by the war and will resume their peacetime progress. Foremost among these are Washington, D. C., Atlanta, Charleston, Dallas, Houston, San Antonio, Miami, Tampa, St. Petersburg, Mobile and Phoenix.

Note that all of these are in the South and Southwest -- a region which has witnessed an almost revolutionary industrial speed-up during the war. Then, on the West Coast there are numerous places like San Diego and Seattle which are likely to hold their gains.

The end of the war is going to see a great SUBURBAN boom, say these experts. A wave of new suburban building is going to come. There's going to be better and faster TRANSPORTATION to suburban developments. The helicopter, when it finally comes into widespread use, will push the suburbs out even farther . . . but that will be some years later.

There's going to be a new distribution of purchasing power -- not only geographically, but among our age groups. Social and medical progress has greatly increased the percentage of elderly people in our population. More of them live longer than they used to. As social security and old-age retirement plans keep growing, we will find the older people growing more secure, more financially independent.

Good News for Tax Counselors

Senators and Representatives in Washington who talked about cutting down the income tax forms now find they bit off more than was digestable. The 1944 blanks are more complex than ever before. Careful investigation convinced committees that Congress couldn't simplify the tax forms without doing injustice to some classes of taxpayers.

Between Ourselves

Continued

Chester duMond. The shortest man in the cabinet is the five-feet-six Counsel to the Governor, Charles D. Breitell. And that's the long and short of the Dewey administration

* * *

Hasty reporting sometimes leads to wrong judgments. Recently a Broadway columnist, apparently believing what somebody told him, wrote as follows: One who is just back from there reports that you can buy all the American-made tires you can pay for in India, with no priorities required.

The clear inference was that America was being pinched while British Empire interests were favored. The facts, easily obtainable, are these: All rubber is strictly rationed in India and has been since early 1942. Car owners can get just one new tire a year, and only by proving it essential to war work and demonstrating that the old one cannot be recapped.

* * *

The flu epidemic cost the movie studios nearly \$1,250,000. The illness of Director John Cromwell and stars Claudette Colbert and Jennifer Jones cost David O. Selznick more than \$100,000. On top of that, Selznick got the flu himself when he tried to pinch-hit as director.

The reason illness costs the studios so heavily is that it ties up the whole cast. Technicians, cameramen and actors on the regular payroll draw down the weekly stipend while waiting for the star or the director to recover.

* * *

The long civic rivalry between the twin cities of St. Paul and Minneapolis has flared up again, with Publisher B. H. Ridder of a St. Paul newspaper refusing to publish ads for any show which plays in Minneapolis and does not play in St. Paul.

Recently an advance agent for "The Corn Is Green" brought an ad to Ridder. The publisher wadded it up and tossed it in the waste basket—announcing that he would not help influence St. Paul citizens to go to Minneapolis to see shows.

Theatrical folk charge that St. Paul is what they call "a poor show town." To which Ridder says: "We'll show that a lot of the people who help to make Minneapolis 'a good show town' come from St. Paul."

Confidentially Yours

BUY MORE WAR BONDS

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Confidentially Yours

Vol. 1, No. 3

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March 15, 1944

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FDR More Conciliatory; Democrats Fear Losing Control

Now that Washington tempers have cooled, after the explosion over the tax bill veto, you can confidently look for these results:

1. President Roosevelt will NOT make a national issue of his differences with Congress . . . will not further inflame congressional feelings by trying to turn the people against Congress. He will be more conciliatory . . . will try to dispel the impression that he can't work with the legislators.

2. Southern Democrats and Democratic conservatives will rally around the President as election approaches, fearful of losing control in the House and Senate this fall and, along with it, their powerful committee chairmanships.

3. The "Palace Guard" of Roosevelt intimates . . . his advisers and confidential assistants . . . will be shoved out of the picture almost completely. Actually, their influence has been waning fast for several months.

4. Congress, having reasserted itself, will receive more consideration from the White House . . . will be consulted oftener beforehand when big issues come up. Stabilization Director Vinson will have correspondingly less influence on White House decisions.

5. While neither Senator Barkley nor the President have actually yielded to one another in their exchange of amenities after the spectacular break, Barkley won't do anything to hurt the President's chances of renomination and re-election. He himself may continue to be mentioned as a presidential or vice-presidential possibility, but his intimates don't believe he'll try for either nomination.

Price Ceilings to Stay After War

Government price-fixing of almost everything the consumer buys seems CERTAIN now to be continued for some time after the war is over (at least for a year or 18 months).

In This Week's Issue

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Arabian Oil Meets Troubled Waters.....	Page 3, Col. 1
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Between Ourselves

Everyone agrees there'll be a tremendous home-building boom right after the war. Some labor unions are afraid they'll be hit hard by development of prefabricated houses. Actually, we know industry plans to make comparatively few *completely* prefabricated homes. Most of prefabrication activity will go into special units like ceilings and floors. Local labor, using conventional methods, will do the rest. Costs will thus be cut, there'll be more homes . . . and more work for union labor.

* * *

Minnesotans chuckled when they read a recent Hormel (packing house) advertisement in local papers. It offered free carloads or truckloads of manure . . . with Hormel even willing to pay the freight within a 75-mile radius. Appeared as though Hormel's stockyards were running into a serious oversupply problem, but actually the purpose was to build good will among neighboring farmers and nurserymen.

* * *

FM (frequency modulation), rather than television, will get the first big postwar whirl in the radio field. General Electric estimates the deferred demand for radio sets at end of 1944 will be 25 million. They expect 60% of their postwar business, in dollar volume, to come from FM receivers. An advertising agency survey recently revealed that 92% of listeners acquainted with both types of reception preferred FM to old-style AM.

At the same time, there'll be stiff competition for the available television frequencies, and Communications Commission will be cautious about granting them.

* * *

U.S. drive to regain the Philippines is expected by the end of November and reoccupation of outer islands achieved by Christmas, if General MacArthur's preferred timetable is adopted. However, after the Philippine campaign MacArthur will be retired to the sidelines.

Until there's an ample supply of civilian peacetime goods to take care of the huge deferred demand, removal of price controls would produce serious inflation.

Prices will be high enough, anyway, because labor and materials costs have gone up during the war. Also, as long as demand exceeds supply it's next to impossible to reduce prices or hold them down completely. The average AUTOMOBILE and RADIO, it's estimated, will sell 20% to 30% above pre-war levels.

Two years after the war it will be a different story. Nearly all war plants will be reconverted by then to peacetime production. The problems will be: (1) developing employment for today's tremendously swollen labor force and returning service men and (2) developing markets and new distribution systems to absorb the huge amounts of goods that will be produced. Paul G. Hoffman (Studebaker president and chairman of Committee for Economic Development) predicts that the distribution trades (wholesaling, retailing, advertising) will expand 30-45% over prewar. Truck transportation should experience a big boom.

Peacetime Plans Await the Invasion

War production, rather than civilian goods, will CONTINUE to dominate all our postwar planning until success of the coming invasion is ASSURED. Then . . . and only then . . . can manufacturers expect to start making civilian products again. The few exceptions won't make much difference to the average American. A few electric irons, a few odds-and-ends for the kitchen, a few baby carriages . . . that will be all.

What You WON'T Get . . . No Labor Draft Coming

Here's a tip-off on what you can expect: If it requires electric motors, gears, bearings, forgings and castings, YOU WON'T GET IT until Germany is beaten. Nor will ANY civilian goods be made before then in any areas that haven't plenty of manpower and manufacturing facilities not tied up in war production.



Arthur Hale, voice of **CONFIDENTIALLY YOURS**, makes a remote-control broadcast under the approving eye of celebrated film star Annabella. The popular newscaster is on the air every Tuesday, Thursday and Saturday at 8 p.m. EWT (7 p.m. CWT), sponsored nationally by Sinclair Refining Company. Consult your newspaper for variations in local broadcast times.

Between Ourselves

Continued

You no longer have to turn in an old tube when you buy a new supply of tooth paste, shaving cream, etc. One of the biggest aluminum companies has resumed manufacture of these tubes, and the gov't is now releasing small amounts of aluminum for experimental purposes where they can be made without diverting manpower and technical facilities from war production. We now have far more aluminum than we need for war purposes. As one maker says: "We have aluminum running out of our ears."

* * *

It happened in Chicago: Numerous business men received letters saying that, in case they were called for jury duty in these busy times, they'd be excused if they paid for a small ad in a "political" paper. Some fell for it. The "publisher" turned out to be a patriot who was helping the government save paper by the simple process of not publishing any issues.

* * *

WOMEN'S DEPT.: Nylon stockings may reappear in a few months. There's a bigger supply of yarn now, and the government may release some for hosiery. After the war there'll be nylon for as much hosiery as women want. Also, new types of yarn developed during the war will permit use of nylon for dress fabrics, men's shirts, upholstery, draperies and rugs.

The government has turned thumbs down again, however, on girdles of pre-war quality, after previously telling manufacturers they could use neoprene (best of the synthetic rubbers for this purpose). Neoprene now is being held for gas masks.

* * *

Famous plastic surgeon, Dr. Wallace Marshall, advises there's a revolutionary new way of erasing scars. A paste is made from animal livers and injected under the skin. This reduces supply of blood in the area, and the resulting lower pressure lets the body assimilate fluid in the scar. It doesn't cause large scars to disappear altogether, but reduces disfigurement remarkably.

* * *

Japan is preparing to send a new, more potent envoy to Moscow, in a crucial move to strengthen the weakened Russo-Japanese friendship pact and to renew her sly efforts to negotiate an armistice between Germany and Soviet Russia. Matsuoka, architect of the Russo-Jap pact, who is now moulding in alcoholic retirement, is being pressed to take Moscow assignment, but thus far declines.

(CONTINUED ON PAGE FOUR)

We now have the STEEL, the ALUMINUM and other MATERIALS necessary to ease the home-front shortage . . . BUT we still lack the manpower, machines, transportation.

This doesn't mean there'll be a labor or manpower draft, which FDR recently pleaded for. Congress is cool to it. Labor is hostile to it. And, most important, the manpower problem is now practically licked, so far as war production is concerned.

Gasoline Crisis Coming; Food to Be Scarcer

The gasoline crisis on the East Coast will come within the next five or six weeks. Chances of a further coupon cut are about 50-50, say latest advices from Washington. Stocks of all principal petroleum products are dropping fast in the East, and bad weather around mid-February didn't help deliveries. ODT is getting faster loading and unloading of tank cars, however. This, plus greater tanker and pipeline transportation, will put us over the hump by mid-year, but in the immediate future it's touch-and-go.

RATIONING: Don't expect rationing to be relaxed anywhere this year . . . not in gasoline, nor heating oil, nor shoes, nor sugar, nor in foodstuffs generally. The reason: War with Germany will last longer than experts forecast four months ago.

FOOD of all kinds will continue in tight supply, with just a little less for every civilian. MEAT should be a little more plentiful over the next two or three months, but correspondingly scarcer later on in the year. EGGS will be about the same as 1943. BUTTER, CHEESE, MILK and POULTRY will be noticeably harder to get. So will CANNED GOODS . . . but FROZEN VEGETABLES will be more plentiful.

We May Overcome Bad Weather

The weather will still be the determining factor for most of these. It's too early just yet to ascertain exactly how much damage the recent drought did. But bigger plantings this year can offset moderate spells of bad weather and give us 1944 crops equal to last two years' bumper yields.

Here are some other things that are going to be scarcer this year than last:

PAINT: The industry has more orders than it can fill; owing to shortage of linseed oil, and present stocks are shrinking to a wartime low.

COTTON GOODS: Rising military and relief needs have squeezed many lower-price textiles and articles of clothing out of the market.

LUMBER: Manpower is still critically short, demands going up, supplies melting.

PAPER: Similarly, it will be harder than ever to get in every line, including paper towels, tissues, drinking cups, cartons.

LEATHER: Shoe rationing may be tightened further.

Behind the Scenes of Arabian Oil Deal

The gov't is running into noticeably heavier weather on its Arabian oil deal. Opponents of the deal, led by independent oil men, are actively mobilizing opinion against

Things to Come

Mussolini will escape immediate Allied vengeance by (1) escaping to Switzerland, or (2) death from stomach cancer will overtake him before Allied forces reach northern Italy. Meanwhile daughter Edda, faithless wife of Count Ciano (whom Il Duce put to death) will escape punishment through religious sanctuary, in a Swiss convent. She is soon to take the vows of a nun.

* * *

Finland will lay down her arms and surrender to the Reds as soon as the German divisions in her far north wilderness below Petsamo can be withdrawn into Norway. No separate peace, however, will be drawn between Finland and Soviet Russia. A prolonged armistice is being sought, with no frontier discussions until after peace has been achieved in Europe.

* * *

Forecast for July, 1944: The Democratic ticket—For President, Franklin D. Roosevelt; for Vice President, Henry A. Wallace. The platform: FDR's record. The understanding: FDR to hand over the reins to Wallace (1) if called upon to become President of the United Nations, or some similar post of world leadership, (2) if his health requires a prolonged rest after Herculean labors of the war period. Nomination of Wallace would assure continuance of FDR policies . . . and then some.

* * *

Rome will be encircled, if not occupied by Allied forces before Easter. Pope Pius will remain in the Vatican, no matter what shelling or fighting may engulf the Papal city. Bomb-shelters more than 100 feet below the surface have been provided for the Pope and the Vatican staff.

* * *

History will reverse itself this year. The Republican party, which used to champion national unity as against state's rights, will play more and more state politics. Although committed to a drastic reduction in the federal payroll, the G.O.P. won't be too hard on state patronage. A successful party must find jobs for its workers—but outside the District of Columbia. Therefore the Republicans will demand more local and state government, less federal.

* * *

Anti-Semitism, already spreading in the bigger cities, is expected to increase steadily throughout 1944 in the U.S.A., due not alone to the effective lies of native American hate-factories but also to mounting Zionist pressure for U.S. intervention to open Palestine to unlimited Jewish immigration.

it. Senator Moore, Oklahoma oil man, and Senator Brewster of Maine are heading a movement to abolish the gov't-owned Petroleum Reserves Corp., which negotiated the deal.

It's too early yet to say with certainty what the opposition will accomplish. Latest soundings of congressional opinion, however, indicate it probably WON'T be able to upset the deal.

No one . . . not even Ickes . . . pretends to believe the Arabian pipeline will be finished in time to furnish oil for our European war. Gov't takes position that this huge Arabian supply is oil insurance for America's future.

Besides contention that this deal puts the gov't into the oil business in competition with private industry, opponents point out the obvious fact that the deal will involve us deeply in troubled diplomatic waters of the Middle East after the war, that U. S. Navy may have to protect our interests there from time to time.

While no two experts agree on total amount of America's undiscovered and unexploited domestic oil reserves, oil industry has contended for months that if gov't would allow price of crude to rise, increased wildcatting would uncover plenty of new oil right here.

High Octane ISN'T for Automobiles

Post-war automobiles won't use 100-octane and other aviation gasolines, say latest research reports. Reason: It would be too expensive all around. Tremendous pressure developed by high-octane would require much bigger, heavier motors. Refiners would find production uneconomical for everyday consumer use, owing to special chemicals and much lower yield per barrel of crude.

As for the present "war gasoline," here's what tests reveal: Slightly more mileage on the open road, slightly less on stop-and-go routes. Also considerably more harmful "ping" in motors when drivers try to accelerate too quickly. Retarding the spark slightly will reduce "ping," but will also reduce mileage. Solution: Drive sanely, accelerate gradually.

Postscripts

Men in the trade predict a big boom in roadside eating places as soon as gasoline rations are relaxed. . . . "For Sale: Army officer's uniform, looks like new," is an increasingly noticeable ad in classified columns as men leave the service at rate of 100,000 monthly. . . . Senate Judiciary Committee is going to resume its look-see into the California wine situation. Medium-priced wine is very scarce. It's charged that the Big-4 liquor distillers, having captured a sizable portion of the wine industry, are forcing cheaper wines off market. . . . Another big industrial problem solved: how to remove the hair from hogs quickly and cheaply at the packing house. Solution: Hog is shaved chemically by dipping carcass in a plastic bath, then both plastic and hair are peeled off when the former dries. The plastic is re-usable.

Between Ourselves

Continued

Tough sledding is ahead for Republican campaign fund raisers. The G.O.P. treasury this year is going to be no Ali Baba chest of gold. Uncle Sam is taking up all the slack. The money will have to come from folks willing to give a dollar for the sake of political change. The Willkie backers of yesteryear either can't get the money today or they are no longer sold on the candidate.

* * *

Turkey will not enter the war as an active belligerent. Britain has stopped allocating arms and airplanes to Turkey as a potential military ally. Germany is filling her last armament contract to Ankara. Turkish neutrality has withstood all baits, all blandishments.

* * *

Do intricacies of post-war planning worry you? Then take this tip from George S. May, one of the country's foremost business engineers: "Industry is making its post-war problems more complex than necessary. It's concerned too much with the unknown and unpredictable. Such speculation leads into a maze of by-paths, dead-end streets and blank walls. Planning based on the known and proved elements of good management will lead to success any time."

* * *

A recent private survey of service men showed that almost half don't want to return to their old jobs after the war. Army realizes this; wants to help the boys. So it has asked Dept. of Commerce to prepare a large number of booklets describing various peacetime jobs and how to get started in them. Examples: "How to Get Into the Trucking Business," "How to Run a Restaurant," etc.

* * *

Post-war automobiles will have cylinders with several times the wearing life of pre-war models, thanks to new methods of chrome plating. Recent research shows that chrome-plating piston rings, particularly the top ring, cuts wear more than 50% even on dustiest roads. The war has also developed highly efficient methods of plating worn cylinders.

Confidentially Yours

BUY MORE WAR BONDS

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Confidentially Yours

Vol. 1, No. 3 THE PRIVATE NEWSPAPER April 1, 1944

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Invasion Will Be Key To Election

Fortunes of war will be the deciding factor in the 1944 Presidential election. Leading Washington newsletters of long standing are advising clients not to sell FDR short. While shrewdest impartial political observers expect the voting trend of recent years to continue (and thereby transfer control of the House, probably the Senate, and quite possibly the Administration to the GOP), two things can upset all such calculations:

1. An outstanding American victory in the coming European invasion.
2. Overconfidence, intra-party confusion and tardy planning by the Republicans, as pointed out by Stanley High recently in the Saturday Evening Post.

Before assessing either party's chances in the coming elections, ponder these significant facts:

1. Winston Churchill was in deep trouble on the home front before Montgomery turned the tide of British fortunes at El Alamein.
2. The congressional revolt set off by Senator Barkley does NOT mean that Southern and other conservative Democrats in Congress won't support FDR for renomination and re-election. They will -- and strongly -- because their own congressional influence will be at stake. As for renomination, they realize they have but one candidate. If FDR is defeated (which would assuredly mean Republican control of Congress also), they would at least lose their committee chairmanships, if not their jobs.

Date Will Mean Much

Hence the invasion becomes the key to November, 1944. Political considerations have no place in the careful planning of the United Nations military leaders who must stand or fall by this long-anticipated stroke. Assuming,

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Between Ourselves

Wartime juvenile delinquency has the liquor trade scared. Taverns are rightly or wrongly catching most of the blame. Watch for a series of newspaper advertisements to appear shortly, signed by local tavern owners, pledging to keep their places respectable and to obey laws strictly. Allied Liquor Industries is behind the campaign, is telling tavern proprietors they're on the spot as a result of rise in juvenile delinquency and scorching attacks such as Kathleen Norris has written in her series on "drinking women."

* * *

The rumor keeps cropping up in Washington that Henry Morgenthau is going to resign, probably to be succeeded by Jesse Jones, with Joseph Kennedy stepping into Jones' shoes as Secretary of Commerce. Discount it about 80%. Probably everyone in Washington knows that Henry Morgenthau hasn't been happy in his job for some time, especially since the fuss over the tax bill, but at this writing the chances seem to favor his staying on.

* * *

The assembly-line principle is now being used in hospitals on the Russian war front. Example: Soldier with an injured leg is put on a table and wheeled along "assembly line" of doctors and nurses ... the first group giving the anaesthetic and cleaning the wound, the second performing the operation, and the third dressing the wound and applying the plaster cast. Speeds up things remarkably.

* * *

Not that you'll need one, but after the war you'll be able to buy a complete airport, pre-fabricated, as you would a house or car. A big electrical engineering firm has developed them in all sizes, from small-town landing fields to metropolitan models. Almost every city of any size will want an airport in a few years, and the manufacturer's hopes are high.

* * *

Those "military secrets" you've long been reading about in wartime advertising

however, that the invasion will be successful, it will herald the defeat of Germany and Hitlerism, the end of the European war, and a mass rejoicing that will sweep the world. To imagine that this emotional release will not redound to the President's credit is to be politically naive. It would be equally naive not to believe that the nearer it comes to November 7th, the greater will be the effect on the voting.

Arabian Oil Deal: Further Opposition

Secretary Ickes intends to go ahead with the Arabian oil deal "until I am stopped," despite the strong protest of the Petroleum Industry War Council, which has also demanded dissolution of the gov't-owned Petroleum Reserves Corp.

Meanwhile, second-thought consideration on the part of many newspapers which originally applauded the Arabian deal on national security grounds is now making itself felt. One notable example: N. Y. World-Telegram, which editorially praised it at first, but later splashed over Page One a strongly-worded Henry J. Taylor article pointing up questionable aspects of the deal.

No Shipping Space for Fancy Food

So-called "fancy" vegetables are going to be hard-hit by the transportation squeeze. There simply isn't room in today's crowded freight trains and trucks for such things as watermelons, for example. Many others not in the basic staple class, even including some kinds of lettuce, will be affected.

Here's What You'll Wear

Clothing trade still has hopes that gov't will soon abolish restrictions on vests, trouser pleats, etc., in ready-to-wear suits. Actually the move was slated for last month, but despite seemingly plentiful woolen supply officials decided to hold off for awhile. Next big innovation: Adjustable waist bands to supplant belts. One hat maker has a model that can be zipped in two and carried in your pocket. Worth its weight in 10¢ checkroom tips.

Will Germans Use Gas?

Allied military leaders are taking no chances. There's fear in some quarters that, as a last resort, Germans will use gas. Since we hold air superiority, retaliation on Germany could be much worse than anything Germans could do to us. Hitler, however, probably wouldn't let that stop him.

More Kick in Liquor

Liquor distillers have put out some 3,000 new brands since March, 1942, to get around the OPA maximum prices fixed for older brands at that time. It's privately ad-

Between Ourselves

Continued

of big industrial firms are beginning to leak out plentifully now—in the new advertisements of the same firms. New chemical discoveries, plastics developments, mechanical and engineering secrets of a year ago are now hinted at broadly, if not openly revealed, in advertising pages of leading business magazines. An intelligent between-the-lines reading will give many a business man further enlightenment on the shape of things to come.

* * *

"Problem children" are making an outstanding name for themselves in this war. A study of one group of soldiers who had been "problem" boys in their youth showed that 40% had either received promotions or special assignments, or had been decorated for bravery. This doesn't mean the services can make a man out of a misfit. These particular men had become socially adjusted before they went into the army, otherwise they probably wouldn't have been accepted.

* * *

Flop of the Year: the gov't-sponsored effort to get people to eat soybeans. Despite the bean's proven nutritional value and versatility, surveys show most Americans still aren't interested. It's due partly to the inept publicizing of the soybean as a "substitute" and partly to long-ingrained American taste prejudices. Efforts to "sell" soybeans as a substitute for sirloin steak . . . as well as to take them straight . . . have been especially futile. Public knows soybeans are nutritious and may not object to them as a "fortifier" of popular foods—a novelty which cereal and other manufacturers are trying.

(CONTINUED ON PAGE FOUR)

LISTEN

The world's news, turned rightside out, is revealed thrice weekly by Arthur Hale, the voice of CONFIDENTIALLY YOURS. The broadcasts, now sponsored by Sinclair Refining Company on more than 100 Mutual Network stations, are on the air each Tuesday, Thursday and Saturday at 8 p.m. EWT (7 p.m. CWT). Consult your newspaper for variations in local broadcast times.

BUY MORE WAR BONDS

mitted there has been a vast dumping of inferior liquor on the market under new high-priced brand names.

OPA thought it had stymied the distillers when it issued new regulations last December. However, it left a loophole big enough for the battleship Missouri to sail through.

Distillers will now withdraw the "new" brands affected by the regulations and put out other new brands selling for higher prices. They can do this by increasing the proof and using older whiskies for blending. Therefore you can expect nearly all 100 proof and blended straight whiskies to KEEP RIGHT ON GOING UP.

Trade Follows the Flag (?)

In Australia they used to say that with Americans the old adage is reversed: Instead of "Trade follows the flag," it was, "The Stars and Stripes follow American traders."

Now, we hear, the situation is again reversed. A recent survey indicates that U. S. soldiers, sailors, marines, the Waves, the Wacs and the other war services are creating Australian good will which is reflected in new demands for American goods. Dollar diplomacy has been replaced by diplomacy of defense.

Will We Have Clothes Rationing?

The average citizen hasn't begun to realize how dangerously near we are to clothes rationing (in some lines).

Any woman knows how difficult it is, and has been, to get inexpensive dresses, clothes for children, bed linens, etc. The WPB has been doing as much as it can, by way of priorities, to get these things back on the market.

But every time it promises the public new supplies, army, lend-lease and relief agencies come along with new needs, enormous ones, which textile manufacturers can scarcely fill.

Merchants, meanwhile, are tearing their hair as stocks melt away with no promise of replenishment.

Vitamin vs. Vitamin

Medicos have warned us. So has the OPA. It was known long ago that the vitamin-merchandising business was capitalizing handsomely on a current U. S. health fad.

Almost a year ago OPA set out to reduce the enormous profit margin of vitamin promoters. OPA claimed they could easily reduce prices approximately 20%. Vitamin producers fought back.

Anyone acquainted with production angles of the vitamin business knows how sharply costs have dropped in recent years. Fact that the public is relatively ignorant of the meaning of such things as Sherman Units and International Units allows the merchandisers to go to town with impressive-looking formulas.

OPA need worry no longer -- nor the public either. Like all good things, the vitamin business is now in the throes of a price war that probably will cost it far more than the 20% reduction asked by OPA.

Things to Come

Chief White House intimate and confidante, Harry Hopkins, is more seriously ill than public reports indicate. He may be forced to stay on the side-lines in the first phase of the Fourth Term drive. Physicians at Mayo Clinic, where Hopkins went for post-flu check-up, warned of danger of recurrence of serious lung diseases.

* * *

One of FDR's sons has been quietly getting an inside track on the vast post-war Middle East oil exploitation and is expected to emerge in an important executive capacity in the U. S. combine.

* * *

Thousands of winter vacationists stranded in Florida for lack of train accommodations will stay stranded until the Office of Defense Transportation authorizes Pullman-equipped trains. All-coach trains recently put on to solve problems are being high-hatted by all but the few who spent too freely and can't afford de luxe accommodations homeward-bound.

* * *

Improvements in the jet-propelled plane have already superseded the current designs even before production has really got underway. Confidential forecast is that post-war models of rocket-planes will be much less noisy than the present designs, heard and seen only by a few of the general public, due to tight military secrecy. Engineers have found a way to cut down the horrifying air-shriek without appreciably sacrificing efficiency and speed performance.

* * *

Russia is slowly but surely undermining German hold on Bulgaria and some kind of peace agreement for Bulgaria's exit from the war is taking shape in Sofia. Bulgaria, though at war with U. S. and Britain, has maintained furtively friendly relations with the Soviet.

* * *

Post-war plans will keep coming out of Washington. So far we've had the Baruch plan, the plan presented by Senator George's Committee and, lastly, the Truman Committee plan. Hence there's no need to regard any of these as a final blueprint. Each has been valuable in its constructive approach to post-war problems. Circumstances must dictate the rest.

Here's Key to the Draft Riddle

Local boards will continue to defer most fathers.

War production is no longer so important that younger men in war plants will get deferments. The services are grabbing them rapidly now.

Also going rapidly: So-called "key" men in essential, but non-war, businesses.

If physically fit, few non-fathers under 38 will escape draft in next three months . . . regardless of what kind of work they're doing. Draft boards will take younger men first, however.

Army is putting real pressure on local boards now. They've been falling short of their goals; hence army also is short.

Younger men from farms and war plants will go in large numbers in coming weeks. Occupation henceforth will be less important than fatherhood.

Differences Between FDR and Churchill

Differences are widening between FDR and Churchill over post-war questions.

Example: Poland. Churchill is willing for Russia to have her way. Polish-American groups, which have considerable local political power, are up in arms, pressuring FDR to preserve Poland in status quo.

In their respective attitudes toward De Gaulle, Chiang Kai-shek and King Victor Emanuel of Italy, the Prime Minister and the President differ considerably.

U. S.'s recent Arabian oil deal, also, did not sit well with the British, who have always regarded the Middle East as a sphere of influence for European powers.

De Valera's Mistake Will Be Costly

Eire will have to pay for De Valera's mistake after the war. By stubborn adherence to one diplomatic course, plus his failure to judge realities, Eamon de Valera has thrown away most of the advantages which he had gained for Eire in his hitherto shrewd and long-drawn-out game of severing the Emerald Isle from Britain by gradual stages.

He now has earned the displeasure of Americans -- formerly his greatest and most powerful source of money and good will. State Department sources say that in the post-war era, Eire will be judged by De Valera's attitude of recent days.

Between Ourselves

Continued

You'll be hearing more about a miraculous new glue, recently developed in an automobile maker's laboratory, which can make anything stick to anything else. Still reserved for war purposes, it will have thousands of manufacturing uses after the war. It can even make heavy metal plates stick together without the necessity of riveting, and has greatly speeded up plane production. Not like ordinary glue, it's a synthetic resin applied with heat, but it has already solved dozens of engineering problems.

* * *

The miracle drug penicillin will be credited during the coming year with a dozen new cures. Many of them have already been practically established, but doctors want to make sure before announcing them. Two of the latest to be announced are a penicillin cure for usually fatal brain infections and successful treatments of amebic abscess of the liver.

* * *

To protect their trade, over 50% of New York taverns are now being forced, by drastically reduced legitimate supplies, into the black market for whiskey. Black markets in both liquor and gasoline are now at their peak . . . doing enormous business . . . but gov't enforcement officials are still stymied by red tape and wartime complications. Confidentially, however, Washington sources promise drastic measures soon to halt gasoline black marketing.

* * *

That odd British custom of driving on the left-hand side of the street may vanish after the war, it's reported. British motor car manufacturers think they could sell many more cars abroad if they changed to left-hand steering. Now that the war has driven most British cars off the road, they think it's time to change and are urging politicians to amend the laws. Our prediction: British will continue to drive on the left-hand side of the street.

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Confidentially Yours

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New Cars to Come in 1945

Misleading rumors have aroused false hopes throughout the country that automobile production will be resumed this year. An up-to-the-minute check on new car prospects leads to these conclusions:

1. **No new cars will be made this year.** The earliest date on which production could possibly begin would be in first quarter of 1945.
2. **Most that can be done is to start planning now** for resumption of automobile making. First discussions along these lines between WPB and manufacturers are scheduled for mid-April. Talks will only be exploratory, however.
3. **First necessary step** will be to get raw materials allocated. It's doubtful allocations can be made until invasion is well along toward success. After that, under the Controlled Materials Plan, it takes about six months from time of allotment before materials are available. Then three or four additional months would be needed before production could begin.
4. **When production DOES finally begin,** initial output will be only a small trickle compared with former production. Sale of cars will be strictly limited to war workers and most essential occupations. It just isn't possible now to foresee when the **average citizen** will be able to get a new car.

Tax Simplification Bill to Benefit Families

You'll benefit financially from the new tax simplification bill if you have dependents. Besides raising the credit for dependents from \$350 to \$500, the bill would eliminate the age limit.

This means parents with children in college can take dependency credit in tax returns. Credit also could be taken for support of unmarried daughters. Under the present law parents can't take credit for support of children or other dependents after they're 18, unless they're incapacitated. New law would permit credit so long as dependency continued.

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Between Ourselves

Scarcity of ration tokens will remain a headache until the OPA issues enough additional tokens to offset point-hoarding by housewives—which it reportedly intends to do. Introduction of tokens gave shoppers a means of saving up points. Elimination of expiration dates on blue and red stamps will reduce token hoarding, but not eliminate it. If every housewife hoarded only one out of seven ration points, it's said that all the present supply of tokens would be out of circulation within a month.

* * *

Storage battery manufacturers are warning service station men that racketeer salesmen are peddling packets of worthless "battery revivers." Salesmen claim that a few pinches of the stuff will put new life in batteries, and put on fake "demonstrations." On examination, the material turns out to be merely cornstarch, flour, sand or talcum.

* * *

Export trades are far from happy about immediate post-war prospects. They think it will be several years before our foreign commerce can prosper. Sales to England, formerly our best customer, are expected to fall way below pre-war levels. Latin Americans will buy more U. S. goods for awhile, but only as long as their dollar balances last.

Lend-lease has put a severe crimp in foreign trade prospects by filling British and Russian needs for machines and equipment.

* * *

Latest wrinkle in post-war automobile design is air conditioning. A patent assigned to Packard has a refrigerating system operated by the engine, with thermostatic control. Cooling elements would be placed in front of the radiator, with outlets directly behind the rear seat.

* * *

Army, Navy and WMC have worked out a neat technique to utilize skills which thousands of discharged service men acquired while in uniform. Not only helps

Here's Problem Employers Face

Employers are going to face very tough going in next few months unless they use more ingenuity in replacing draftees with women, older men and discharged veterans.

A new drive to get more women into war work is being launched by the War Manpower Commission. Once again, women have been dropping out of jobs. Some 2 million fewer are now working or looking for jobs than the 18½ million recorded last July.

Main reasons why women are returning to their homes are these:

- 1 They've tried to do jobs, but found they couldn't work steadily and run a household at the same time.
2. Women can't move from job to job as easily as men. Thus, when one job ends, they refuse to take another in a different city.
3. Problem of properly caring for children is still difficult. Facilities are inadequate, and many mothers have been alarmed by rise in juvenile delinquency.

Veterans Are Getting Strong Support

Employers can still do much to solve some of these problems, but not all of them. WMC therefore strongly urges early training of non-draftable older men, colored workers and as many women as possible to replace younger men as draft speeds up. Despite Army-Navy advocacy of a national service law, there's practically no possibility of it.

Incidentally, veterans wanting to return to their old jobs are being backed up strongly by Selective Service and Justice Dept. These have ruled that veterans are entitled to reinstatement regardless of their former seniority. Employers must make room for a returning veteran even if they have to discharge a non-veteran who had been working for the firm much longer.

Farm Land Boom Causes Alarm

Increasing speculation in farm lands is worrying agricultural experts. They fear it may lead to a land boom that will collapse after the war—as it did after the first World War—and plunge farmers into another long depression.

City folk rather than farmers themselves are reportedly behind much of the present buying. Farmers are being advised to use their present increased income to get debts in shape and build a financial reserve instead of acquiring more land.

War on Gas Coupon Counterfeiters Speeds Up

Stepping up its war against gasoline coupon counterfeiters, the OPA expects shortly to have adequate funds to make extensive purchases of evidence, using marked money. In this way it hopes to get at big-shot operators of the racket.

If you want to break a ring, don't break it by getting filling stations or by getting people who are peddling coupons to filling stations," says the OPA enforcement chief. OPA can't use its own funds now to buy evidence, but some enforcement officials have used personal funds, with successful results.

Between Ourselves

Continued

the men get good jobs on return to civilian life, but also preserves their usefulness in the war effort.

Large volumes have been prepared listing each rating in the services and the civilian occupations related to it. Example: A motor machinist's mate, second class, will find he can transfer his skills to any of forty-four related civilian jobs.

* * *

Wartime birth-rate pendulum is now beginning to swing the other way. Decline has set in, and births this year are expected to be 15% under last year. According to statisticians of Metropolitan Life Insurance Company, the decline will continue for the duration and for at least one year thereafter.

* * *

Leading automobile manufacturers are cool to the idea of buying the gov't-owned war plants which they're now using. They say many such plants will become white elephants because they're too costly. Gov't officials after the war aren't likely to offer them at "bargain" prices for some time for fear of political repercussions. Similarly, car manufacturers aren't too enthusiastic about acquiring them—even at bargain prices—for fear such purchases will bring later congressional investigations.

(CONTINUED ON PAGE FOUR)



John D. Whitmore (left) Mutual's news division manager, discusses invasion coverage plans with two of his top newsmen: Arthur Hale (center), voice of *CONFIDENTIALLY YOURS*, and Royal Arch Gunnison, recently returned after two years behind Jap barbed wire.

BUY MORE WAR BONDS

Latest OPA estimates are that 15% of all outstanding "C" coupons are counterfeit. Counterfeit "B's" are about 8%, "R's" 2 to 3%, and "A's" and "E's" about 1% each.

Midwest Gasoline Cut May Have Political Effects

Oil men are predicting that the cut in gasoline rations in Midwest from 3 to 2 gallons will have dire political reactions on the administration in November. Midwestern newspapers are attacking the action as a political gesture to the heavily populated East. Recent surveys also have shown that of all forms of rationing, gasoline rationing is most unpopular. Midwest is the section where the administration is conceded to have lost support most noticeably in last two or three years.

Dinner Table Prospects Are Good

Here's the food situation at a glance: Winter WHEAT prospects are far better than most optimistic forecasters dared predict two months ago.

In general, all FOOD production this year will be close to record highs of the last two years. Agricultural experts are still worried about weather later on, because it's been "too good for too long," and a year of bad weather is overdue. Drafting of farm labor isn't expected to reduce production noticeably.

MEAT will be a little less plentiful from now on . . . but not much. There'll be enough. POTATOES will be abundant. **You can also expect good supplies of these:** Eggs, frozen vegetables, fresh cabbage, spinach, carrots, lettuce, citrus fruits, bread, flour, spaghetti.

There'll be a little less of these: Dairy products, margarine, cooking and salad oils. BUTTER and CHEESE will be a little more plentiful over the next three months, but scarcer later on.

Gov't experts advise Victory Gardeners this year to plant LESS at a time, but plant OFTENER. Idea is to promote smaller gardens, but better ones.

Rationing Has Reached Its Peak

Rationing has gone as far as necessary for the duration of the war, say OPA officials privately. They don't anticipate any further reductions of present rationed goods like gasoline, sugar or foods in general.

Oil deliveries to the East Coast are now running at record rate of nearly 1,800,000 barrels a day—or 300,000 more than in pre-war period. Huge military needs are being taken care of, and supply situation seems well in hand. **No relaxation of gas rations is probable**, however, until the invasion is well under way and Germany's end believed near.

Banning use of "R" coupons in ordinary filling stations is expected to save 840,000 gallons of gasoline a day. OPA hated to take this step, but too much gasoline was being diverted from farm production. OPA promises plenty of gas for all essential farm uses.

Confusion Over Draft Will Continue

Present turmoil over filling draft quotas without disrupting war production isn't likely to subside soon. Aspects of the draft-manpower question will continue to change almost daily.

War industries are fighting to keep their key men under 26, and will meet some success—though draft officials will need a lot of convincing that all of these are really "key" men. Therefore it's a good bet

Things to Come

Big Commando operations are imminent against many widely separated sections of the Nazi-fortified Coast of Europe. These will probe the weak spots in Hitler's armor and by their multiplicity and daring will confuse the Germans in advance of the main Allied blow. News reports of these well-planned preliminary steps will look like "the real thing," but well-informed sources do not look for Eisenhower's zero hour before mid-May.

* * *

Look for a big White House assignment for Vice-President Wallace which will take him on extensive journeys overseas. Upon his return from these journeys, the Vice-President will receive a still bigger appointment from President Roosevelt, which private sources say, will more than prepare the public for the early announcement that Mr. Wallace is FDR's preference for the 1944 vice-presidential nomination.

* * *

FDR's closest advisor, Harry Hopkins, the seriousness of whose illness was first revealed in these columns, is definitely out of the political picture for the next three months, possibly even longer. Mayo Clinic doctors forbid work of any kind. Hopkins' recovery is a big question mark and FDR will keenly miss his advice and guidance on pre-convention strategy.

* * *

Allied-Irish crisis will simmer for months, until special U. S. diplomatic mission proceeds to Dublin to seek a satisfactory compromise with Premier De Valera. New IRA (outlawed Irish Republican Army) outrages are anticipated in Northern Ireland, Britain and possibly U. S.

* * *

New discovery of treatment for malaria that will surpass even the increasingly scarce quinine and far surpasses the German-developed synthetic substitute atabrine is soon to be on sale for the public.

* * *

Private advices from Soviet Russia reveal Soviet industries are now introducing conveyor systems to speed up production of machine tools. Conveyors, monorails, pneumatic cranes and electrically operated carts are being installed.

* * *

FDR is planning a Spring vacation in southern sunshine, possibly a Caribbean or California trip, during which a bit of fishing might be undertaken—for real fish, not political advantages. Doctors say the President's flu requires much more than a week-end rest to rid him of it.

that all except bona fide key men under 26 working on eight of the govt's most urgent war programs will be called.

If services can't fill their needs after fine-tooth combing the group under 26, **the age will be raised to 30.** Gen. Hershey also says draft officials will "dip into" the 4-F's, but it's doubtful many of these will be called. Neither will 17-year-olds unless the war lasts a very long time.

Infantry Being Strongly Reinforced

Pressing need for infantrymen will be reflected in intra-service transfers. Air forces and specialized branches of the service will yield some of their newest personnel to the infantry. Infantry also will get most college boys now in Army Specialist Training.

There'll be other effects of draft speed-up and movement of troops to embarkation points. TRAVEL will become more and more difficult. This summer's VACATIONS will be more of a problem unless they're spent locally or at nearby spots.

Where Shortages Will Hit You

You can look for these coming shortages: The cut in sugar allotments for industrial use will reduce the soft-drink supply by 150 million bottles a month, according to trade estimates. . . . WORK CLOTHES, HOUSEHOLD LINENS and CHILDREN'S CLOTHES are going to become even scarcer before WPB's remedial measures take effect. . . . Men will be more restricted in choice of new SHIRTS and PAJAMAS, owing to declining supplies of fabric and manpower bottlenecks. . . . INNER-SPRING MATTRESSES will become harder to get, says furniture trade, because of a recent WPB order, and a black market may develop in them.

Soldier Votes May Be a Campaign Issue

Democrats are preparing to make political capital out of the soldier-vote controversy . . . though it's doubtful they can offset advantage of the Republican victory on the question.

Republicans privately admitted that a simple federal ballot would have helped FDR in November. Most resentment over so-called "robbing the soldier of his vote" will have died by then, but Democrats hope to keep some of it alive by constant reminders to relatives of service men.

Will We Get Repaid for Lend-Lease?

There's growing belief in trade circles that **U. S. won't be reimbursed for lend-lease aid** after the war. They feel lend-lease debtors either won't choose to pay or will be unable to pay except in goods.

Latter course would be strongly opposed by American business interests because it would hurt their domestic market. European countries will insist they need their money to rebuild war-shattered economies and erase ravages of bombing and fighting which, they'll remind us, we didn't experience.

Between Ourselves

Continued

The Army has readied a secret new treatment for sea-sickness in preparation for the invasion. Before embarking on invasion ships which will plow through choppy waters of the English Channel, soldiers will be given a box containing six capsules. It's claimed they reduce sea-sickness at least 50%. They're equally effective in air-sickness.

* * *

Motorists looking forward to new tires suffered a further blow to their hopes in latest report of Rubber Director Dewey. Dewey reduced his 1944 estimate of new tires for civilians from 30 million to 22 million, and said even this number might not be available if draft didn't stop pulling technicians out of the synthetic production program.

Only one million civilian tires monthly can be produced before July. Therefore necessity for careful driving and conservation is now greater than ever.

* * *

Recent log-jam of litigation in the U. S. Supreme Court is the biggest to have piled up in ten years. Partly responsible has been the spirited controversy among justices. The controversies aren't alarmingly serious. Chief Justice Hughes used to strive to keep dissents to a minimum, whereas Chief Justice Stone is inclined to let justices speak their minds freely.

* * *

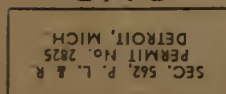
Science Notes: New types of waterproof matches and cigarettes are two wartime contributions of science. Both are treated with water-repellent solutions. . . . Housewives will enjoy fresher eggs as result of newly developed method of preservation. Eggs can be kept at room temperature as long as 45 days without spoiling after being dipped in a hot mineral oil solution that seals pores of shells.

* * *

Argentina apparently fears that U. S. displeasure may leave her short of gasoline. A dozen Swedish experts on automobiles equipped with wood or charcoal gas generators have been invited to Argentina and will serve as instructors.

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Confidentially Yours

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Green Light Ahead for Small Business

Small business finally is about to get a decent break. It's been the stepchild of the war production family until now. Necessity of "getting a lot in a hurry" impelled Army, Navy and gov't procurement agencies to favor bigger manufacturers who were better organized.

Now that war production pressure has relaxed in many lines, small business will have its day. Smaller War Plants Corp. is finally beginning to function effectively, is lining up a bigger share of the war business for little fellows. Subcontractors are doing more business than ever.

Congress strongly favors more business for small plants. So does WPB. Therefore these plants (approximately 500 workers or under) will now get first crack at new civilian goods as well as war business.. There's strong support behind plan of Maury Maverick of SWPC to give little fellows first chance at surplus machines and materials, also provide gov't-guaranteed loans and technical aid.

Bigger plants may kick strongly if small manufacturers are allowed too much latitude in making civilian goods. WPB Chairman Donald Nelson promised that new competitors wouldn't be allowed to get the jump on older firms while latter were still tied upon war contracts. However, civilian goods production will stay relatively small until Germany is beaten.

Until the New Cars Come Along —

What will gov't do if new cars (now scheduled for 1945) don't come along in time to avert a motor transportation crisis? Here are the steps that would be successively taken, according to highly-placed gov't officials:

1. When pinch is first felt, gov't will intensify campaign to conserve existing cars. (Repair parts now becoming much more plentiful).
2. Share-the-ride campaign also will be intensified.
3. Getting out of storage one million cars that owners and used-

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Between Ourselves

Midget heaters may be just the thing for your post-war home. They've been highly developed for war aircraft. A heater no bigger than a waste basket, installed in the attic, can send enough warm air downward through wall ducts to heat a ten-room house. Another model, only eight by nine inches, now used in wing de-icing, can heat a room.

"Spirit whiskey" is becoming more noticeable in package stores now that the regular article is so scarce. It has only 5% whiskey. Rest is cane alcohol. It even sells for higher prices than regular blends containing 40% whiskey.

Army officials are highly pleased with latest tests of synthetic rubber tires. By the time they're generally available for civilians, quality will be approximately as good as natural rubber ones, they say.

Big post-war demand for tires throughout the world will keep our huge synthetic rubber industry going at least for several years until rubber plantations in the Far East are rehabilitated. After that, however, it's a good bet that many synthetic rubber plants, except those making rubber for certain specialties, will have to close down because they'll be uneconomical or obsolete.

Gas rationing and decreased driving have already lowered automobile insurance rates in many states. Rates may go even lower before cars reappear on the road in greater numbers. However, when normal driving is resumed, you can expect rates to be higher than pre-war. Reasons: Rates are based on accident records, there'll be more older cars on the road, and repair bills will be higher than pre-war.

Attention Housewives: Save your paper bags. By mid-year you'll have to take them to market with you, because stores frequently will be entirely out of them. Paper shortage forces a 50% cut in paper bags. Wrapping paper will be cut 75%, and

car dealers are now holding would probably be next step.

4. Gasoline rations to **non-occupational** users then might be cut down so far as to make ownership unattractive and **force sale of cars to war workers.**

5. Finally, gov't might **requisition extra cars owned by two-car families.** There's great reluctance to take this step. Chances are it won't be necessary. It's figured that limited car production can bring new vehicles on market by June, 1945, at the latest.

Relief for Parched Throats

By the time you read this, relief for the thirsty may be in sight. Confidentially, Washington sources have been expecting Senator McCarran's committee, now investigating the liquor situation, to **recommend a 30-day "holiday" for distillers** so that they could replenish liquor stocks. Senate investigators are convinced it's needed to combat the liquor shortage and curb high prices, black markets and bootlegging.

Outlook for more and cheaper liquor will be more promising toward end of the year. By then it's expected huge new industry to make industrial alcohol from sawdust will be starting operations, thus allowing partial resumption of liquor production. **Petroleum also will be furnishing a larger share of alcohol** for synthetic rubber program (which now is using alcohol "at rate of 150 million highballs a day," according to one WPB expert calculator). Meanwhile, gov't's decision to allow **unlimited importation of high-quality 3-year-old rum** will relieve nation's thirst to extent of 2 million gallons.

On the Food Front

Housewives can't expect bargain-price EGGS despite the serious oversupply which has wrecked farmers' profits and threatens widespread spoilage. High cost of poultry feed necessitated the gov't guaranteed 26¢-a-dozen "floor" price to farmers. **Watch for an "Eat More Eggs" campaign** to force fresh egg consumption. Egg drying and freezing plants meantime are frantically trying to keep up with the hens.

There'll be a similar glut of GREEN VEGETABLES. Truck farmers have overplanted. While Victory Gardens are still needed to prevent a later shortage, there'll be more commercially grown vegetables this summer than can be used. Many are already below ceiling prices and will drop further.

Plenty for the Larder

FISH will be more plentiful from now on. LARD supplies are huge. POTATOES are another glut on the market. PORK will remain overplentiful for awhile. There may be a MILK shortage after pastures have dried out this fall, but it won't be serious. Quotas will be raised temporarily in meantime.

Fresh GRAPES will be scarce (armed forces need more raisins). Fresh PEACHES also (bad weather cut the crop in half). GRAIN outlook is fine. MEATS will be plentiful until later in the year (no room now to store new supplies). CANDY SHORTAGE is coming, due to scarcity of corn syrup.

Need will continue for more BUTTER and CHEESE. No reduction of point values in sight. Many restaurants that can now buy plenty of butter keep on serving butterless meals so they can get more meat with their ration points.

Between Ourselves

Continued

you'll be carrying home lots of unwrapped purchases later in the year.

Also, while shopping, take extra good care of your ration book. No new ones are being printed, and replacement of lost books will be difficult.

* * *

Test flights will be made this month on the first new post-war model airliner. It will carry 48 passengers, fly non-stop for 2500 miles. Other features: Sleeping accommodations for 24, club-car seating, a private office, polaroid windows to eliminate glare, pillow radios, inaudible in the next seat, and colorful modern decor.

* * *

Don't be surprised if ban on private flying on the east and west coasts, in effect since Pearl Harbor, is lifted in next few months. Private fliers have been after the gov't to remove the ban, saying it's no longer necessary in these so-called "security areas"—150 miles inland from each coast. Army has been quietly withdrawing a lot of its anti-aircraft batteries in these areas, since danger of enemy bombing is practically nil.

* * *

Invasion will require thousands of landing barges. That's why dozens of shipyards are now dropping everything else to rush production of them. They're at top of the "urgent" war programs, and invasion timetable is geared to this program. We must have not only enough barges to invade, but also to keep reinforcements going forward.

* * *

Victory Gardeners can get an extra gas ration equivalent to 300 miles this summer if: (1) gardens are remote from their homes, (2) they have 1500 square feet under cultivation, (3) make share-the-ride arrangements where possible, (4) have no alternative transportation.

No increase in other gas rations is in sight, but motorists are getting a slightly better break on tires. After cancelling tire inspections, gov't now permits new synthetic rubber to be used on retreads instead of reclaimed material.

(CONTINUED ON PAGE FOUR)

LISTEN

The world's news, turned rightside out, is revealed thrice weekly by Arthur Hale, the voice of CONFIDENTIALLY YOURS. The broadcasts, now sponsored by Sinclair Refining Company on more than 100 Mutual Network stations, are on the air each Tuesday, Thursday and Saturday at 8 p.m. EWT (7 p.m. CWT). Consult your newspaper for variations in local broadcast times.

New Farm Problem Coming?

All this adds up to two significant conclusions:

1. Farmers are producing so much more than was expected that gov't's **chief problem is no longer a food shortage, but a food surplus** in many lines. Price supports are more needed than price ceilings. Otherwise farmers will take heavy losses, create new gov't problems, and cut down next year's production.

2. Demonstrated ability to produce record-breaking crops, even with present manpower shortage, promises **a return of the farm problem** after the war ends and Europe's farmers get back to normal production.

Dewey Boom Is Growing Fast

Watch for a grand rush to jump on the fast-traveling Dewey bandwagon. It's just starting and will continue until Republican convention. For first time since McKinley, Republicans see possibility of nominating a presidential candidate on first ballot.

There's no longer any doubt among majority of party leaders that Dewey will be drafted. **Nor any doubt he'll accept.** Most mentioned as Dewey's running-mate: Stassen of Minnesota, Gov. Warren of California.

Meanwhile rumors persist that FDR **may** not, after all, consent to run again—for reasons of health. Unless he takes a decided turn for the worse, however, White House intimates say privately he'll be in the race.

Warning to Automobile Dealers

Motor car dealers are getting a stiff warning from the trade press about certain prevalent practices. Some dealers are taking in cars on trade from draftees, on the basis of delivery of new car after war is over. They're NOT putting the money in escrow, or in the hands of an independent bank or finance company.

Dealers have no intention of cheating. They're good credit risks, on the whole. However, if unforeseen developments caused even a few to fold up, and returning soldiers didn't get their cars, there'd be a scandal in the industry. Hence the warning.

New Strikes Are in Offing

You can expect strikes to increase in the period just ahead. They'll reflect labor's growing restlessness and determination to break the Little Steel formula.

War Labor Board is NOT expected to surrender to demands of CIO steelworkers and AFL for scrapping or relaxing the formula. Hence steelworkers may adopt John L. Lewis tactics, which produced at least a partial victory for the coal miners.

Steelworkers will carry the fight to FDR, if Labor Board won't give in. Unlikely there'll be any big steel strike. More likely: Steelworkers will threaten to vote against FDR unless they get some concession like Lewis got.

Coming Revolution in Engines?

The biggest thing since the development of the internal combustion engine is the new type of gas turbine. **Learn about it, and watch developments closely.** It's going to be revolutionary in its effect on the power industry and automotive engineering.

Things to Come

A surprise German military blow is imminent. The German High Command will attempt to regain the initiative in preparation for the decisive mid-summer offensives. Such a blow may fail in its main objective, yet still succeed in throwing Allied invasion forces off balance momentarily. Best guess of locale is Sweden or Spain, but Azores (presently occupied by Allies) is potent vacuum spot.

* * *

Vice President Wallace's impending trip abroad, first revealed in this column, is much more than a junket to Chungking. Present confidential plans call for him to travel by air to Moscow on a most important mission. Probable departure date for Chungking, sometime during week of May 20th.

* * *

Wendell Wilkie is definitely still "available" for the GOP presidential nomination, but has adopted new tactics modelled after those of FDR and Dewey. Maneuvers will be made to get him "drafted." Attitude will be: extreme reluctance, aloofness, dignity.

* * *

Lowell Mellett, one of FDR's "Silent Six" executive assistants, will not only write a syndicated newspaper column but is also being groomed as a radio commentator. Mellett quit his White House post on the best of terms with FDR, but it's privately known that Mellett will be the same fearless independent writer and will "let the chips fall where they may."

* * *

"The bride wore red." That may be no joke next June. As the month of marriages approaches, the trousseau-makers are losing sleep over the scarcity of white, pure white, undies. Prediction: Many a bride will go to the altar next June dressed in white,—but not from the inside out. The wedding gown will be white or cream, but the undies of the blushing hue!

Gas turbines have been perfected to the point where they may **replace present engines** in locomotives, ships and even airplanes. The air liner of the future is expected to be a "flying wing," powered both by gas turbines and jet propulsion (the latter used on our new super-speed military planes).

Gas turbines are not yet believed practical for automobiles and most airplanes, but have tremendous development possibilities.

The Roseate Post-War Outlook

Business leaders are growing **more confident of a big post-war boom**. Despite uncertainty over such preliminaries as reconversion, contract termination, raw materials, etc., which might snarl up the transition from war to peacetime production, there's more optimism in the air.

Alfred P. Sloane, Jr., of General Motors and Dr. Melvin T. Copeland, research director of Harvard Business School, are two who anticipate a **whopping boom lasting several years, with full employment**. However, both expect some unemployment during shift from war to civilian output.

Black Marketers on the Run

Oil industry is now actively in the fight against the **gasoline black market**. Committee of the Petroleum Industry War Council will help gov't stamp out illegal traffic in gas coupons. Prosecution of black market cases has stepped up 25% in big eastern states recently. There and elsewhere, more investigators are now in the field collecting evidence. On the West Coast there's a drive against motorists who've converted their cars to use **butane gas**, which is illegal.

Soybeans Are Big Business

So miraculous have become the uses of the versatile soybean that it is **now America's fourth largest crop**, surpassed only by cotton, corn and wheat. Though Americans have been slow to take to it as a food, human consumption will double this year.

Soybeans are being used to "fortify" flour, biscuit mixes, soups, doughnuts, vegetarian dishes, spaghetti, hot dogs and meat loaf. **Soon they'll be used for candy**. Huge amounts of soy oil are going into margarine, salad dressings, shortenings.

A big post-war development will be a **wool substitute made from soybeans**. It takes two acres of land to support a sheep while it grows 10 pounds of wool. Two acres of soybeans will produce 400 pounds of ersatz wool.

Between Ourselves

Continued

When materials are available, high school boys will be able to build their own airplanes for a total cost of \$700. Design for the plane has been drawn up by gov't engineers. It will shortly be certified for safety by Civil Aeronautics Bureau. Inexpensive, low-power motor could be bought, but rest of plane can be home-made.

* * *

Confidential reports from London, where inter-Allied commission is discussing Germany's future, suggest we'll be far more lenient with the Germans than most people expect.

U. S. and Britain, it's reported, don't want Germany cut up into small states. They're even willing to let Germany remain same size she was before Hitler's dictatorship. Military occupation would last until a stable democratic regime was established, and Allies would reserve right to intervene if military spirit re-awakened.

* * *

Discount heavily most of the talk about use of helicopters when the war is over. Aviation experts don't foresee much helicopter flying for at least five years after the war. Too much experimental work still to be done. Postoffice officials have turned thumbs down on helicopter mail shuttle service between airports and postoffice rooftops.

* * *

Higher prices of post-war automobiles (estimated they'll be up 15 to 30%) is worrying dealers. They fear manufacturers, in effort to keep prices competitively low as possible, will reduce dealers' trade discounts. Manufacturers might argue that big post-war demand will minimize dealers' sales costs. Dealers fear, however, that if their former 17 to 24% discounts are reduced, they'll be hard to regain when the buying wave subsides.

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Confidentially Yours

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How Invasion Will Affect Business

Calm before the storm (actual invasion) has recently been evident everywhere in the U. S., but especially in Washington. Business men have been told that no important policy-making can be done until invasion is well under way, if such action affects the war effort even slightly.

Therefore don't expect Washington to make any more stringent decisions that will substantially alter your daily life—your food, clothes, work, transportation, etc.—until invasion is **WELL STARTED**.

Nothing will be allowed to get in way of war production until success of the invasion is **DEFINITELY ASSURED**. Both civilian and military officials in Washington feel that our wartime economy is pretty well stabilized for the time being. Enough food, enough clothing, enough of everything else we need until such time as military success allows us to have more.

When can we expect more? Like more gasoline, for example . . . or more civilian goods. We need not wait until Germany has surrendered or is on verge of defeat. Military men will start reducing the output of war goods—and let civilians have more—as soon as they can **FORESEE** Germany's defeat.

Take Stock Now, Make Your Plans

We should prepare now for the **EFFECTS** this decision will have on our business, on our civilian life. Cancelled war contracts will come overnight, probably in large numbers, shutting down factories in every large community unless such factories aren't quickly convertible to peacetime production. **Trade may drop off sharply** in such places. Workers will leave town, seek new jobs. Many who remain may be out of work for quite a while.

How far will war production drop off? Striking a balance between military and civilian estimates, we'd say it will drop 35% with the end of European war. Factories returning to the manufacture of civilian goods can cushion this jolt considerably, **but not all at once**. If your

Between Ourselves

OPA will soon tighten up rationing of the few remaining new cars left on the market. When rationing of new cars began early in 1942, there was a stockpile of 532,000 new cars. Now only 47,000 remain—and no more will come off the assembly line until some time in 1945. Eligibility for a new car will be more and more restricted during next year and half.

* * *

Most of the appeals to sentiment and patriotism which the Treasury used in previous war bond drives will be scrapped in the next drive. A survey showed that the real reason most people bought bonds was simply because they're a good investment. Hence, forthcoming sales appeal will be along that line.

* * *

Big future is seen for "bottled gas" after the war. Many new homes in the suburbs and in the country, not connected with regular gas mains, can get gas for cooking, heating, refrigeration, etc., at around the same cost as city service. It comes in steel cylinders and is industrially known as "liquid petroleum gas." Business was growing by leaps and bounds before shortage of materials slowed manufacture of dispensing apparatus.

* * *

There'll be enough penicillin in just a few weeks to treat most civilian emergency cases. Until now it's been reserved exclusively for armed forces and rare civilian cases. Gov't will allot controlled quantities to hospitals, which in turn will supply doctors when the circumstances warrant.

* * *

Some motor men foresee possibility that many gadgets and other features like two-tone paint treatments will be eliminated from the first new post-war automobiles in interest of economy. Manufacturing costs will be considerably higher and competition will compel car makers to hold prices down as far as possible.

Many motorists won't want to put too much money in these "improved 1942

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income will be directly or indirectly affected by this drop in war production and payrolls, you'll be wise to **conserve your financial resources** until your community has readjusted itself.

Gasoline Rations May Rise

Increase in gasoline rations (from 2 to 3 gallons for "A" card holders as well as more for "B's" and "C's") is what OPA hopes to accomplish by midsummer. Fortunes of war will decide it. **It's unlikely if we meet serious reverses** or if fighting becomes stalemated. The air blitz has required enormous gasoline supplies.

Question of how long Germany can last is matter of guesswork even among general staffs. Confidentially, however, some military leaders and close students of Germany feel Hitler can retain his army's support until after our presidential election. German generals may be **induced to hold out until then** if Hitler persuades them that a change in U. S. administration might give Germany a better peace deal. Naturally, Hitler will use any propaganda argument to keep Germans fighting to the bitter end.

Draft Demands to Decline in August

Nationwide criticism of draft policies is having its effect. Outlook is clearer now. Men under 38 can make their plans more easily.

You can expect draft demand to decline after August. **It's leveling off right now.** Here's a guide to what you can expect between now and late summer:

Men of 30 or over, doing work that local board considers essential, aren't very likely to be called during remainder of the war. Aside from obvious war work, "essentiality" varies greatly in different communities. Most men over 29 doing any kind of work that can be regarded as a "contribution to the war effort," or which is necessary to maintain public services or public health and safety, will get deferment. Especially if they're fathers.

Men 26 to 30 will be in **heavy demand** after July 1. They'll be subject to same kind of test, but here the "essentiality" must be more certain. Grounds for deferment will be narrowed shortly. Non-fathers will still be called before fathers—but occupational deferments will be



CONFIDENTIALLY YOURS on the screen. Arthur Hale, newscaster of the popular Sinclair program is shown making one of the **CONFIDENTIALLY YOURS** newsreels now being shown in leading motion picture houses throughout the country.

Between Ourselves

Continued

models" because in two or three years there'll be substantial war-developed innovations in design and engineering.

* * *

New important changes are coming in the WPB. Besides a serious policy clash at the top, a general reorganization is due. Donald Nelson's authority will be upheld, but the WPB's personnel trouble won't end there. Nelson is having a tough time holding on to top-flight business executives who want to resign and help their firms make post-war plans.

* * *

In desperation to get able business men to help WPB during coming reconversion period, the agency has resorted to movies. A movie short "glamorizing" the WPB's war role is now being shown in movie houses. Both Nelson and his chief lieutenant, Charles E. Wilson, privately yearn to get back to their old desks, but feel duty to gov't should come first. Business men are being warned that if they won't help WPB handle reconversion, "the bureaucrats will have to do it."

* * *

Your chances of getting new electric refrigerators, washing machines, vacuum cleaners, electric fans or anything else powered by a small motor will be practically nil for another year at least. There's an unfilled backlog of orders for over 3 million small motors, but the war program uses all it can get. A single bomber requires as many as 250 of them.

* * *

Confidential word from Russia is that the Soviet plans to embark on big-scale automobile production after the war. Engineers have already developed designs for automobiles and buses incorporating the latest ideas. The designs stress durability.

It's doubtful Russia could become a threat to U. S. manufacturers in the export market for at least several years, but the possibility won't be overlooked.

* * *

Thomas R. Marshall said, "What this country needs is a good five-cent cigar."

(CONTINUED ON PAGE FOUR)

LISTEN

*The world's news, turned rightside out, is revealed thrice weekly by Arthur Hale, the voice of **CONFIDENTIALLY YOURS**. The broadcasts, now sponsored by Sinclair Refining Company on more than 100 Mutual Network stations, are on the air each Tuesday, Thursday and Saturday at 8 p.m. EWT (7 p.m. CWT). Consult your newspaper for variations in local broadcast times.*

much more strict than for men 30 or over. Quite a few in the 26-to-30 group can expect to be called unless they transfer to really urgent war work.

Men 18 to 26 must expect to be called momentarily, regardless of occupation. Only in rare instances will they be deferred. Deferments will no longer be given pre-medical and pre-dental students after July 1 unless they're enrolled in medical or dental schools.

REMEMBER that "essentiality" now depends on age, occupation and local circumstances. **Consultation with local board officials** may save much anxiety, uncertainty and confusion.

Cities Have Billions to Spend

A big boost to post-war employment will come from civic projects. American cities already have drawn up plans to spend 4½ billion dollars on public buildings, schools, hospitals, streets, sewers, etc., when the materials and manpower are available. It will **help tide us over** the period when war production is drastically cut.

New York and Chicago plan to spend over one billion apiece. Other outlays: Philadelphia, \$300,000,000; Detroit, \$225,000,000; Cleveland, \$150,000,000; Milwaukee, \$72,000,000; St. Louis, \$60,000,000.

Diet Changes May Be Permanent

The war has wrought **permanent or semi-permanent changes** in American eating habits that will strongly affect income of many farming communities and food processors. Here are a few:

Breakfast cereals have skyrocketed in popularity at expense of pancakes and waffles. Reason: butter shortage. **Frosted foods** have captured a huge part of the canned goods market, owing to lower point values. Rationing also taught millions of Americans to appreciate **high-grade coffees**, which they continue to buy instead of cheaper brands.

Home baking has declined 50%. Bakeries are doing a rich business in bread, pies and cakes since sugar and shortening were rationed. **Margarine** makers are jubilant. **Butter** industry will take many years to regain ground it's lost. **Spices** of all kinds, used to pep up wartime meals, have established new highs in profit and popularity.

Except for some soup mixes, future of **dehydrated foods** doesn't look too good. **Cheese** industry has suffered greatly from rationing. With butter losing out to margarine, dairy states' post-war prospects aren't happy.

The Presidential Line-up

By the time **national political conventions meet**, politicians expect all candidates to have been agreed upon. All or nearly all will be nominated on first ballots. Indications increasingly point to FDR and Wallace vs. Dewey and Warren.

Invasion undoubtedly will overshadow the ensuing political campaign and strongly affect the voting. Swift, spectacular American victories, say politicians, would be psychologically bullish for the Democrats, whereas severe setbacks or disappointing progress would create votes for a change of administration.

When You Go Shopping —

Here's the present outlook for family needs: **NON-RATIONED SHOES** for women and children to become more plentiful, with wider range of styles. Better quality in children's shoes. Hides are still scarce,

Things to Come

Most probable Republican slogan for 1944 campaign: "No dictatorship in America!" The new phrase was born out of the Montgomery Ward incident in Chicago. It swept through the Middle West like a prairie fire. News photos of U. S. soldiers carrying Montgomery Ward's Chairman Sewell Avery out of the company building is held to have made more GOP votes than Thomas E. Dewey's speech on foreign policy.

* * *

Private advices from London indicate the probability of a summer conference between Prime Minister Churchill and Premier Stalin, but FDR is not expected to attend because of election campaigning. Churchill-Stalin meeting not expected until Second Front offensive is in full swing, however.

* * *

Real estate and construction men are closely watching progress of revolutionary home-building methods being developed by famed architect Grover Atterbury. They promise to cut costs of new homes by 50% without destroying beauty or individuality. The architect has developed ways of making complete walls and other large units.

* * *

The new drug, vivicillin, will play an important part toward reducing war casualties. Unlike penicillin, out of which it developed, vivicillin can be produced in large quantities at low cost. Intensive experiments in Britain proved its value and its use will figure largely in the coming invasion.

* * *

Safety experts fear post-war years will produce a record number of motor accidents. Reasons: (1) Many cars will be virtually worn out and unsafe for driving until new cars replace them, (2) roads and streets have fallen into disrepair during war years, (3) a probable tendency to drive more recklessly—"a speed splurge after the war induced by psychological acceleration."

Because older cars will need more care, and because car-buying boom will be greatest ever, a tremendous expansion of car servicing business is foreseen.

* * *

Don't be misled by recent refusal of German planes to challenge our bombers and fighters over the continent. It's true the Luftwaffe has suffered direly in the air blitz of German factories, but reliable information indicates Germany has been holding a large number of planes in reserve for the actual invasion.

so there's little likelihood of increased shoe rations for a while.

Supply of fine WOOLENS is large, but COTTON clothing and household textiles will stay scarce for several more months at least.

Recent oversupply in MEATS, BUTTER and CANNED VEGETABLES was due to seasonal and storage factors. The removal of rationing on all meats except steak and roasts illustrates official policy on surplus supplies. **Gov't food experts advise you not to regard it as permanent.** Good supplies of nearly all foods are in sight, however, and crops this year will top last year's substantially.

Recent easing of TIRE rations will be followed later in the year by a further increase. Output of synthetic rubber tires will **speed up rapidly** after midsummer.

Better get your fill of ICE CREAM in next six weeks, when dairy allotments to manufacturers will be larger. Allotments probably will be cut back later in the summer.

How New Tax Law Will Affect You

Tax simplification seems one of the few important measures Congress will pass before recessing for the election campaign. Others are: Extending price control (OPA, etc.) for a further term, the veterans' aid bill, Lend-Lease. Nearly everything else will be pigeonholed.

Here are the chief ways you'll be affected by tax simplification:

1. If you earn less than \$5,000 and have no more than \$100 additional income, **you need not make an income tax return next year.** Instead, you merely file the tax withholding receipts your employer gives you, and Internal Revenue computes your tax for you.

2. **Alternatively**, you can make your return on **a new short form**, allowing **a flat 10% deduction** for taxes, interest, etc.

3. You'll be allowed one \$500 exemption for normal income tax and \$500 surtax exemption for each dependent relative, including children in college, regardless of age.

4. **Victory tax would be replaced with a normal 3% rate**, and surtax would start at 20%.

Is China Nearing Collapse?

Speed-up of war in the Pacific will continue. On our part it's a race against time. Confidentially, there's great anxiety in Washington over possibility that China may suffer an internal collapse—which would seriously prolong war with Japan.

Everything possible at this stage is being done to bolster Chinese morale. Dissatisfaction with Chiang Kai-shek and laggard Allied help for China is reaching the dangerous stage. Inflation, ambitious war lords and internal dissension are hastening the crisis.

Between Ourselves

Continued

End of 1944 will hear men saying, "What this country needs is a good twelve-cent cigar." Later still, the slogan will be "a good cigar." The moderately priced cigar is fast disappearing. More and more manufacturers will soon be using "short filler"—and as for wrappers, it's catch as catch can.

* * *

Many civilian flying schools are planning to enter business of selling and servicing private airplanes after the war. An important inducement to prospective plane owners will undoubtedly be free lessons offered by the dealer. Unless dealers also own flying schools, it's expected they'll contract with them for instruction courses.

Flying instruction has improved markedly during the war, and several post-war private planes will be simple to fly as well as virtually fool-proof.

* * *

Here's an example of how American industry has responded to demands of war: Efficiency of war plant workers has risen 33% since 1940. The trend even points to a 45% increase in output per man-hour within a couple of more years.

Chiefly responsible are incentive pay plans, labor-management committees, more experienced workers and more industrial know-how.

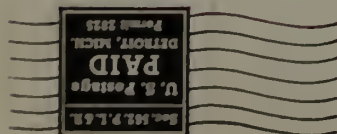
* * *

Black market practices in the textile and clothing industries are one potent reason why gov't is having such a hard time getting low-priced cotton dresses, work clothes, children's clothes and underwear back on store shelves.

These industries are so complex and widespread that violations are comparatively easy. Nevertheless, OPA will shortly push a new enforcement drive to scare violators and encourage production of the cheaper articles of clothing.

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Vol. I, No. 7

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Canada \$2.00 a year (Canadian money); foreign \$3.00 a year.

Coming Crisis in Transportation

Getting steadily more serious, transportation in the U. S. may reach a crisis by end of summer.

This means land transportation of all kinds—private cars, trucks, railroad trains. Weakest point in the whole transportation system, however, is motor cars.

OPA is still hopeful (as we told you in the last issue) of **relaxing gasoline rations this summer** for holders of "A," "B" and "C" cards. But ODT (Office of Defense Transportation) is dead set against it. With Ickes' support, it may very well stymie the move.

The point ISN'T that there wouldn't be enough gasoline to allow bigger rations. **Stocks of gasoline, on the contrary, are increasing.** The point IS that increased driving would send cars to the graveyard even faster than they're going now, which is fast enough.

To Push "Conserve-Your-Car" Campaign

Right now big oil companies are joining with motor manufacturers to give an extra push to the car-conservation campaign, with the hope of keeping cars on the road as long as possible. If OPA and other agencies can convince ODT that the public is showing more care in driving and car maintenance, **they may win their point** and get a little more gas for "B" drivers . . . possibly even for "A" drivers, too. The decision . . . one way or another . . . can be expected any day now.

One purpose of gas rationing, of course, was to conserve tires. This isn't nearly so important now as **conserving the cars themselves.** With tire production due to mount later in the year, some men in the trade believe there's a possibility tire rationing may be abolished altogether this autumn. Rubber Director Dewey, however, says larger stock-piles must be built first.

Tire Makers Can't Meet Demand

Tire production this year will be only 22 million—not nearly enough to meet the demand. Therefore it would be unwise to expect

Between Ourselves

Look what's happening in the steel mills, and you'll know what kind of warfare the Army is preparing for in Europe. Emphasis is on siege guns and heavy artillery shells rather than blitzkrieg material like the Germans used in the dash across the Low Countries and France.

Experience in Italy, plus the development of anti-tank warfare in recent years, has apparently convinced the High Command that pushing the Germans back won't be easy. The pattern of coming warfare, in spots, will resemble Verdun more than Dunkirk.

* * *

Shoe rationing will have to continue for a while after the war is over, say men in the leather trade. Stocks of hides in both America and Britain are almost depleted, and imports from big Latin American producers are dropping.

* * *

Advertising is preparing for its biggest year since the record-breaking 1920's. It's estimated 2½ billion dollars will be spent in 1944—topping last year's total by 20%.

Up to now industry has been busy telling American people about its contribution to the war. Now it's going back to a more aggressive "selling" job. People need to know—and want to know—about the new products and improvements developed by war research. Many of them may come on the market for the first time within the next year.

* * *

Waste paper salvage is improving, but shortage of paper cartons and bags this summer will be serious nevertheless. More and more manufacturers will resort to using second-hand cartons in their shipments. Housewives are still strongly advised to save paper bags against the day when the neighborhood grocery won't have enough to go around.

* * *

Supply of higher-grade tobaccos is getting lower and lower. Therefore you can

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tires, in the next five months, to be rationed any more liberally than they are now.

WPB Chief Donald Nelson still insists **no new cars will be made until war production can be reduced by 33%**. This MIGHT happen before Germany is beaten—but the enemy would have to be on its last legs before the army would take a chance on such a large cutback. Which means: **NO NEW CARS CAN BE FINISHED BEFORE EARLY 1945.**

Still, We'll Go Away on Vacations

Despite travel difficulties, resort owners throughout the U. S. will have their biggest season in history this summer. And oddly enough, it's attributed to the selfsame restrictions on traveling.

How come? The explanation is that most families will go by bus or train to resorts and **settle down there for the entire vacation** instead of driving around or making tours. And, of course, they'll spend even more money this year than last, which was also a record year.

Resorts which can't be reached by train or bus will suffer, but others—especially those near large cities—already report accommodations booked solidly up to Labor Day.

Vacationists Will Help with Chores

The help situation will be resort owners' big difficulty. Some short-handed dude ranches are planning to "draft" their guests to help with range and barnyard chores as a part of the "vacation program"—even though the guests won't get discounts for their labor.

Even some New York hotels are now asking a few of their permanent guests to perform light housecleaning and other tasks, but repay them with gifts like fruit or flowers for work performed.

Will Resume Meat Rationing in Early 1945

How long will meat (except steaks and roasts) remain point-free? Best private estimates of officials in War Food Administration and OPA indicate that general rationing of meat won't be resumed until near the end of 1944 or early 1945.

By the latter date, however, it's considered certain that **rationing on something like the former scale will come back**. Reasons: General shortage of livestock feeds, drought in western pasturage areas, etc., is forcing much young, unfattened stock on the market now. Abnormal slaughtering therefore may **CUT DEEPLY** into next winter's meat supply.

Autumn will see the poultry and egg supply (now abundant) tighten up sharply, unless feed shortage is relieved considerably by then. Canned goods may stay unrationed for the duration. People haven't been buying them to the extent anticipated a few months ago. Also, enormous stocks set aside for armed services may be released into market channels.

Strikes Due to Taper Off

Strikes may seem to be getting more serious, but front-page headlines can often be misleading. A large number of minor local strikes, of short duration, can be expected until the invasion is launched, when it's likely they'll taper off rapidly.

British have been having the same trouble. On both sides, it's attributed to **war nerves, personal antagonisms, minor dissatisfactions, etc.** The strikes have no deep underlying basis, and they're NOT making critical inroads on war production.

Between Ourselves

Continued

expect continued depreciation in the quality of cigarettes.

Actually, this depreciation is so slight that the average smoker hasn't noticed it in most of the popular brands. However, many remark that cigarettes "don't taste like they used to." Best quality Turkish, which forms about 15% of the popular blends, is dropping both in quality and quantity. On top of that, we're smoking 20% more cigarettes than in 1941—so the former proportion of high-grade leaf simply can't be restored until after the European war.

* * *

Interesting idea for solving two urgent problems simultaneously is being worked out by War Food Administration. It plans to feed cattle our surplus potatoes.

Experiments are now under way for turning potatoes into a silage that cattle find nourishing and palatable. Present shortage of grain feeds and oversupply of spuds—both problems that we've often encountered before—make the idea attractive to farmers.

* * *

Although German boasts of "secret weapons" have proven largely groundless heretofore, Allied invasion commanders aren't underestimating the possibility now.

It seems well established that the Nazis have developed rocket guns and flying bombs to a greater degree than was known a few months ago. Big question mark is how accurate they are. Some of the rocket projectiles are believed to weigh several tons.

* * *

On the other hand, it's also generally believed that the Allies themselves have new, highly effective types of rocket guns which they've never turned loose against the enemy. Forthcoming struggle seems certain to bring out new, untried weapons on both sides which have great potentialities.

* * *

Every once in a while a rumor from Washington says that nylon stockings may

(CONTINUED ON PAGE FOUR)

LISTEN

The world's news, turned rightside out, is revealed thrice weekly by Arthur Hale, the voice of CONFIDENTIALLY YOURS. The broadcasts, now sponsored by Sinclair Refining Company on more than 100 Mutual Network stations, are on the air each Tuesday, Thursday and Saturday at 8 p.m. EWT (7 p.m. CWT). Consult your newspaper for variations in local broadcast times.

Labor Trouble Will Follow Victory

After invasion is assured of success, strikes will recur in large numbers. That's because war production will be sharply reduced, there'll be less overtime and take-home pay, and many workers will face a temporary period of unemployment. Therefore unions will press for higher hourly rates BEFOREHAND to make up for expected decline in total pay.

Foreman's Union will remain in the news because it's gaining strength and spreading to many more plants. Many manufacturers are alarmed over its potentialities—particularly the automotive industry, which is waging an advertising campaign based on argument that foremen aren't "workers" and that unionization should not spread to the management side of business.

Planning to Be a Dealer?

Better hurry if you want an automobile dealer's or distributor's franchise for the post-war era. Everybody's after one. The same goes for refrigerators, farm machinery, trucks, vacuum cleaners and other things which are going to sell like hot cakes as soon as they're offered again.

Sales volume of motor vehicles after the war, say market experts, could easily exceed 10 BILLION DOLLARS A YEAR.

Chief hitch is that motor car dealers have weathered the war period remarkably well—selling used cars, parts and service—and car manufacturers are wary about expanding their representation (having learned a lesson in the '30's). Most manufacturers are adopting a policy of appointing new dealers only where old ones have dropped out. The lucky ones will reap a bonanza.

Television Becomes a Storm Center

The big row now centering about television won't delay its post-war boom.

Issue is whether television broadcasting, which depends on gov't licensing, should be generally postponed until the new electronic discoveries made during wartime can be adapted to sending and receiving instruments.

There's little question that when these improvements ARE adapted, television will be far superior to the pre-war quality. BUT with the public ready and eager to buy whatever is available after the war, receiving set manufacturers could create many thousands of jobs that would otherwise be unfilled if the gov't decided to wait for better technical developments.

Likelihood is, therefore, that we'll go ahead with television of pre-war quality while waiting for the later improvements.

British Are Yielding in Trade Talks

American negotiators, backed by effective business pressure at home, are off to a good start in their dealings with the British over post-war business problems of vital importance to both countries.

For one thing, British are beginning to come around to our way of thinking in the matter of cartels—to which American business is adamantly opposed. Cartels restrict production, keep prices up. U. S. believes post-war prosperity must be based on big-volume, low-price sales.

Things to Come

President Roosevelt is planning a mid-summer ocean trip—part rest, part war business, probably in northern waters. Between now and Democratic convention in late July more and more photos of the Chief Executive are to be released, to show that he looks as well as his doctors say he feels.

* * *

The most historic weather forecast and tide chart ever assembled is on Invasion Chief General Eisenhower's desk, in secret Supreme GHQ Somewhere in England. It's revised twice daily. Presiding over an inter-Allied staff of weather experts is the topmost weather forecaster in the world, whose final word outweighs all others as to when D-Day will dawn.

* * *

Treasury checks to several hundred thousand, possibly several million, who overpaid their 1943 income taxes (due recently to variations in withholding tax calculations) will roll forth much later than first promised. GOP tacticians interpret this delay as a deliberate move by New Deal Administration to time the refund checks so as to sweeten voters prior to election.

* * *

Congressman Martin Dies is retiring from Capitol Hill, due to CIO infiltration in his election district, but the Texan storm-center will push out in other public directions. For one thing, he is going to turn lecturer because it's lucrative and he's much in demand. A throat ailment must first be cleared up, however.

* * *

"Open School Night," now being tried out in a few communities, is going to catch on after the war. The idea is to make one evening a week the most exciting, not only for youths but for parents. The basic thought was to counteract juvenile delinquency: but it has been found equally good for delinquent and indifferent parents. Open School Nights combine the best features of athletic games, community singfests, amateur theatricals and town hall meetings.

* * *

Watch for sudden changes in radio stardom. The Sinatra era in synthetic singing is on it's way out. A revival is expected of romantic tenors who (1) have voices (2) know how to sing and (3) possess good looks.

Many British manufacturers, who fear they can't compete with Americans on the latter basis, will insist on cartels, quotas and other trade barriers after the war. But producers of **raw materials** such as oil, tin, rubber, etc., are becoming more amenable to American anti-cartel philosophy.

The fewer trade barriers we have in the post-war era, the greater will be our ability to combat unemployment in the U. S.

A Glance at Future Profits

What will profits be in the post-war period? With repeal of the Excess Profits Tax (which most congressional veterans expect after the war), here's what leading business authorities and government economists are predicting:

During the readjustment period, while industry is changing back from wartime to peacetime production, industrial profits will decline **DRASTICALLY**, especially among firms which were wholly or chiefly engaged in war work.

A year and a half after the war, when the country has settled down to peacetime routine, profits will approximate those of 1940. That means they will be **better than at any time in the 1930's** and be around the relatively high 1926-1929 average. **Dividends** would approximate those of the last two or three years.

More Liquor by Year's End?

Whiskey distilling by the end of the year is still a good possibility. Apparently it depends now on whether (1) petroleum can supply more material for synthetic rubber, and (2) whether Germans use poison gas to repel the invasion.

If poison gas is used, we'll need all the industrial alcohol we can get—in a hurry. If it's not, other sources of industrial alcohol, which will be available later this year, should enable distillers to resume beverage making.

Petroleum butadiene is rapidly taking a big load off the industrial alcohol industry in the manufacture of synthetic rubber.

Inflation in Home Prices

Real estate men and housing authorities are worried over the inflationary trend in the prices of homes. All indications are that home prices will keep on going up in the immediate post-war period, then topple when deflation comes along.

"Keep an eye on valuations and mortgage commitments in the next two or three years," is the warning advice.

Between Ourselves

Continued

soon be available again. A momentary lull in Army orders allows a small supply of nylon to pile up, leading to speculation that it might be released for hosiery.

Women can save themselves disappointment by ignoring such rumors for quite a while, at least. Army still wants all the nylon it can get, and will accumulate a very large stockpile before letting any of it go to civilians.

* * *

WPB's almost desperate efforts to get low-priced cotton clothing back on the market have backfired. While supplies are beginning to reappear in the stores, surveys show that the stuff is so shoddy that women shoppers are disgusted. Not only low-priced cotton clothing, but also shoes, are so inferior that WPB Chief Donald Nelson has been bombarded with protests from women's and consumers' organizations, and he himself has admitted such shoddiness is "inexcusable."

* * *

Automobile service men will cash in heavily on replacement parts after the war. There'll be more old cars on the road than at any time in history. Moreover, it will be several years before supply of new vehicles will balance the demand.

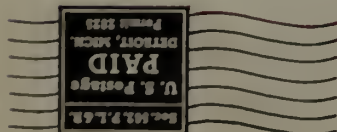
Chain distribution systems of oil and rubber companies will offer aggressive competition for this replacement business. Even now there's a tremendous backlog of demand for replacement parts, especially non-functional parts. Many manufacturers looking for new peacetime products will make such parts.

* * *

Post-war outlook for airplane manufacturers isn't entirely dark. While the biggest companies will have to cut down drastically from the war production level, others producing small private planes are optimistic. Example: Cessna Aircraft has 2 million dollars worth of post-war orders.

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Confidentially Yours

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Coming: A Year of Opportunity

Thousands of new opportunities will open up within next twelve months for small business men, small salaried workers, returned war veterans and civilians who've long felt they were in a business rut.

The reason: Next twelve months will witness beginning of the swing back to civilian goods production. Automotive and steel industries are now readying plans for changing over. Numerous smaller industries and thousands of manufacturing plants will switch over anywhere from six months to a year from now.

What does this mean to the average man? First, it means the appearance on the market of many new kinds of products that were unknown before the war . . . the reappearance of others in vastly improved form . . . a bigger demand for certain kinds of skills (meaning new vocational opportunities) . . . new methods of marketing . . . of transportation . . . of practically everything else connected with the coming business era of big-volume, low-price manufacturing and selling. **It will be bigger in scope—and therefore richer in new opportunities—than anything American business and industry has ever seen before.**

It happened after the last war. It will happen again, on a greater scale, in the few years just ahead. **NOW, therefore, is the time for personal stock-taking, for sober analysis of future possibilities . . . the time to determine whether the coming years promise bigger or smaller rewards. Or, in terms of the past, whether to turn the livery stable into a garage, or to sell radios instead of pianos.**

Can Get Head Start Now

There's still time for readjustment—for studying and investigating the post-war opportunities that will crop up everywhere. That's because the return to peacetime production will have to be gradual and cannot be COMPLETED until after war with Japan is over. But a big START will be made within the coming year. And . . . as has always been the case . . . the first who are ready to exploit new opportunities will have the best chance of success. It takes TIME to make intelligent study and

Between Ourselves

Motorists will get the benefits of radar within a few years after the war. Electronic devices which can see ahead through sleet or fog will warn drivers of obstacles or other cars ahead. A light on the dashboard will flash red and green traffic signals. When car is going over dangerous sections of road in bad weather, an electronic monitor may keep engine speed within safe limits.

* * *

Television will spread to 50 new cities in the immediate post-war period. Receivers will sell for as low as \$125, according to one manufacturer, but they'll be small table models. Sets that give a television image 18 by 24 inches will cost around \$400.

* * *

Watch for OPA to crack down even harder on price-ceiling violators, black marketers and other violators of ration regulations. Supreme Court decisions recently strongly reinforced OPA's power. While no very great changes are expected in rationing in the near future, enforcement of present rules will be tightened in certain fields where enforcement formerly was either lax or non-existent. Restaurants, for example, will come under closer scrutiny.

* * *

The threatened shortage of coal next winter alarms industrialists, but need not worry householders. There'll be as much coal for home furnaces as in the last two winters, but many factories may have to get along with less.

* * *

Laundry will be a big problem this summer in many communities. Machinery has been breaking down, and though new machinery has been authorized by WPB, it won't be ready for months. Biggest laundry headache, however, will be manpower. Both laundries and cleaning plants have been suffering severe labor losses in recent months.

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Congress May Crack Down on Job Quitters.....	Page 4, Col. 1

analysis, make sound decisions, lay effective plans. The time to start is NOW.

Service men, who've had a chance to become familiar with new wartime products and technical advances, are among the first to realize these new opportunities. **Only about one-quarter of them are returning to old jobs.**

To sum up: The next year will be a time when it is vital to keep wide awake, stay well informed, use your imagination . . . tempered, of course, with sound judgment.

Your Chances for New Tires

No new tires for "A" card holders until end of the year is now a virtual certainty. Although tire production is expanding gradually, it is being offset by greater number of blowouts of worn-out tires on autos being used for essential driving. Essential drivers are now getting a few more new tires than formerly, but "A" card holders will have to wait **until at least November** to get theirs.

Better recaps will provide some relief, anyway. **High grade camelback is now available for recapping ALL tires.** Motorists who conserve tires and drive wisely can thus keep cars on the road until they're eligible for new tires.

As for tubes, rationing is expected to be lifted sometime in August.

Blueprint for Demobilization

About 3¾ million men will be released from the Army when the German phase of the war ends. Plans for demobilization haven't been completed in detail, but here's how they're shaping up:

1. **Only half of the Army ground and service troops will be needed** for occupation of Europe and prosecution of war against Japan. Therefore about 2¾ million will be released.

2. **One million** of the 2¼ million men in the Army air forces will be demobilized.

3. **Navy men and Marines will remain in service** until Japan is beaten.

4. **No more men will be drafted, except 18-year-olds,** after Germany is licked.

5. **First to be released from the Army** will be men with longest records of duty, especially those with combat records. After that, the determining factors will be age and dependency. Younger men who've had the least service will be retained for occupation purposes and Pacific war, replacing discharged veterans. **Desk officers like accountants and lawyers** probably will be kept in service longest in order to terminate supply contracts of both wars.

6. Those remaining in service overseas **will be replaced every 18 months** under the rotation plan.

Election in Midst of War?

It's better than an even chance now that the November election will be held in the midst of war. How it will sway chances of the rival presidential candidates is causing intense speculation in Washington, but here's the way behind-the-scenes talk is going now:

1. Many politicians of both parties think that **if the country is in the midst of a serious war crisis** (i.e., if invasion bogs down or meets severe reverses), psychology will favor FDR.

2. If war is over in Europe, Dewey's chances will be enhanced.

Between Ourselves

Continued

More pressure is about to be put behind the "Share-the-Ride" campaign. Gov't wants to attain goal of 3.5 riders for every passenger car. To do so, it's claimed that it will be necessary for practically everyone holding a "B" or "C" card to co-operate in car pools.

* * *

Things you'll have to wait a long time for are new radios, refrigerators, vacuum cleaners, washing machines and sewing machines. Like automobiles, none will be produced this year, and some may not come back on the market until long after Germany is beaten.

Army's need for radio and radar equipment is 50% above last year, hence there's no chance of using men and materials for civilian radios for some time to come.

* * *

The big trend in apartment building after the war will be toward garden-type apartments, say building men. These, plus small modern homes, have been found to be the favorite types of renting properties.

* * *

Pearl Harbor ushered in a long series of business fatalities. Two years after the U. S. entered the war, more than 15% of this country's business firms had either failed or wound up operations. Now the pendulum is beginning to swing back, and next few years should see many old firms starting up again and new ones entering the field.

* * *

There'll be a market after the war for 18 million cars! That's the number that manufacturers will have to produce before there are as many on the road again as before Pearl Harbor, according to one market expert.

* * *

Now that meat-rationing points aren't so highly valued, gov't fears its fat-salvaging campaign may slump again.

Only 58% of women were salvaging fats for munitions last December, when it was decided to offer two meat-ration points for

(CONTINUED ON PAGE FOUR)

LISTEN

The world's news, turned rightside out, is revealed thrice weekly by Arthur Hale, the voice of CONFIDENTIALLY YOURS. The broadcasts, now sponsored by Sinclair Refining Company on more than 100 Mutual Network stations, are on the air each Tuesday, Thursday and Saturday at 8 p.m. EWT (7 p.m. CWT). Consult your newspaper for variations in local broadcast times.

It's unsafe to speculate on such psychological factors ahead of time, but fact remains that Democrats must make their appeal chiefly on FDR's role in the war and the coming peace, whereas **Republicans will have the harder job** of focussing attention on home-front issues.

Big Search for New Oil

There are going to be **minor oil booms** in many localities this year which heretofore weren't regarded as oil lands. A record 300 million dollars is being spent in new wildcatting. This will drill 5,000 test wells. While the average well costs \$60,000 to drill, it's only one in ten that produces oil.

The new drilling is extending from the oil-rich gulf coast area westward to the Rocky Mountains and eastward along the Atlantic seaboard as far north as Delaware. **Mississippi is in the throes of an old-fashioned oil boom**, with one-third of the state's acreage leased for drilling.

Homes Will Be Different — Inside

The "Miracle Home of the Future" that you often see depicted in magazine articles and illustrations isn't to be expected in the IMMEDIATE post-war period. Architects and housing authorities agree that most homes to be built after the war will follow conventional patterns.

The **BIG difference in the new post-war homes will be in interior arrangements and equipment**. There'll be wide use of sliding panels so that rooms can be enlarged or divided into smaller units. There'll be more built-in kitchen equipment, better lighting systems (with wide-spread use of fluorescent lighting), numerous refinements in heating systems, and much use of plastics in place of wood and metal to beautify rooms and make them easier to clean.

It will be a long time before enough new homes can be constructed to satisfy the demand. Therefore, **modernized and rehabilitated homes will have enhanced value**. Widespread modernization will go hand in hand with construction of new homes for several years after materials and men are available again.

Trouble Over Peace Terms

Growing differences over post-war aims are creating distrust that bodes little good for world harmony when peace returns. These differences come not only from disagreement on peace terms, but also from difficulties of agreeing on future world economic plans like money stabilization, trade, aviation, communications.

Three Allies, Russia, U. S., and Britain, **are seriously at odds on matters of peace terms**. U. S. and Britain are far apart on economic policies.

View in Washington is that **Churchill has practically scrapped the Atlantic Charter** and is now playing the balance-of-power game. NONE of the three big allied powers has clearly revealed its peace aims. Hence, **you can continue to expect growing trouble with European minorities and occupied countries**.

Conservatives Fear CIO Political Action

Numerous Republicans and anti-New Deal Democrats are now thoroughly scared by activities of CIO's Political Action Committee. Committee has scored many recent successes for favored (pro-Roosevelt) candidates in state primaries and has **huge financial resources**. It isn't prevented by statutes from using these resources because it's

Things to Come

Invasion tempo is stepping up, presaging stabs into Hitler-held coastline. U. S. Rangers — American Commandos — are ready for the most spectacular assault and raid tactics in history, far eclipsing biggest Commando raids.

* * *

V. P. Wallace is expected to go from Chungking to see Stalin, in all probability to work out final details of a US-USSR pact which would extend far into the post-war world and strengthen United Nations ties against future aggression. Idea of Wallace mission is to develop a diplomatic trump card for FDR-Wallace re-election drive. . . . P.S.: Japan has good cause to tremble!

* * *

A ripening friendship between FDR's son, Colonel Elliott Roosevelt and Prime Minister Churchill's daughter, Mary, is not likely to bloom into full romance until after victory. Both parents, however, would smile upon it as a happy augury for still closer Anglo-American relations.

* * *

Look for pocket lighters that positively will work—but after the war. U. S. Gov't started something in its recent suit against the so-called international match trust. Tucked away in the charges is the fascinating story of the "ever burning match"—a discovery held back by the cartel. A small piece of the "ever burning match" will give at least 150 lights.

* * *

Wendell Willkie is expected to play a surprise card at the GOP convention in Chicago, beginning June 26. His supporters are convinced he can still win nomination because, in their opinion, Gov. Dewey may yet stand down until 1948, rather than risk a shellacking in November.

* * *

British will have one important advantage on us in the race for post-war trade. While we've turned thumbs down on American manufacturers who need materials for experimental models, England is more lenient. Post-war product engineering in Britain, as a result, has been forging ahead—and that means the British will have several months' head start in getting into export markets.

* * *

Allies will find many people in France and elsewhere suffering gravely from malnutrition by the time invasion tide reaches their homes. Germans are ruthlessly withdrawing all available stores of foods along the invasion coast, and even German troops have been living off the countryside.

not a political party and isn't making campaign contributions.

Using systematic political methods like **any machine**, and claiming to influence 14 million workers, it will be one of the major factors on FDR's side in the coming campaign. **It's out to get scalps** of all anti-Roosevelt candidates, regardless of party labels.

Everything Awaits D-Day

The pre-invasion lull has been evident everywhere in the business world last few weeks. Feeling that the critical D-Day operation was imminent, business has adopted attitude of watchful waiting, unwilling to make new commitments until after it was under way.

Among workers, however, there has been a scramble in recent months to get out of war work into peacetime jobs. Labor turnover in war industries has become alarming. It now amounts to about 6 per cent a month. There's genuine anxiety it will imperil some important war production programs unless stopped soon.

This partly explains present pressure for a "work-or-fight" law. There's still no possibility Congress will pass a general service act in near future, but before adjournment it may do something to help make war workers stay in present jobs.

Trouble With Food Distribution Again

While the nation's total food supply in coming months will be adequate, you can expect some foods to be hard to get in various places. Distribution trouble has recurred. These strictly local or regional shortages, however, won't be as drastic as we experienced in early days of rationing.

One reason why meat rationing is considered certain to return: the gov't is asking farmers to reduce sharply their livestock production during 1945, owing to feed shortages. It's also asking for a 10 to 15% reduction in chickens and eggs. There's not enough manpower and land available to produce feed that would support the number of livestock we've had in the last two years.

Allied Confidence Rides High

Here's one bullish sign for a quick invasion victory: Military experts say that Gen. Eisenhower's refusal to be rushed into the attack, long after the arrival of good weather, indicates the General Staff's confidence that it can beat Germany before winter weather sets in.

By the time this reaches you, air offensives against Germany should have stepped up to an even greater devastating tempo—or will before troop landings are attempted.

Between Ourselves

Continued

every pound of waste fat turned over to the butcher. Four months later the volume of salvaged fats had jumped 162%, showing that it was the offer which turned the trick.

* * *

In a few more months, it won't take so long to get a residential phone installed. In some cities, waiting lists are so big and equipment so scarce that it will take six months to a year to furnish service. Gov't, however, has just authorized construction of 200,000 civilian telephones per quarter—first to be made since late 1942. They'll be available in the fall.

* * *

Person-to-person selling is getting emphasis in the new War Bond drive. It's found to be far more effective than impersonal appeals via radio, newspapers and posters.

Another bond drive is expected to come in October. Despite success of the drives, more people are redeeming bonds this year than before. In the past three years about ten per cent of the individuals who bought "E" type bonds later redeemed them. In recent months the redemption rate has jumped to 19%.

* * *

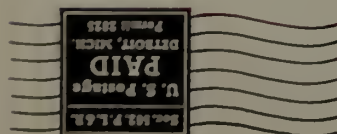
It will be September or October before selective service begins calling men in the 26-30 age group. If invasion is accomplished with casualties lighter than expected, the call may come even later. To be deferred, men in this group must be "necessary workers" in "essential" industries. Meantime the draft is proceeding smoothly, calling all available young men in the 18-26 bracket.

* * *

A boom in city real estate is following in the wake of the farm land boom. Prices went up twice as fast last year than they did in the year before and continue to gain momentum.

Confidentially Yours

BUY MORE WAR BONDS



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Confidentially Yours

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War Boom to End in Five Months?

Here's consensus of most recent business and official forecasting on effects of the invasion on the American home front:

1. **Late July:** It's expected military men will know pretty well by then how the invasion can be expected to progress . . . how fast or slow it will go, how costly it will be, etc.

2. **August-September:** On basis of foregoing knowledge, armed services will revise their requirements of war material. In all likelihood, considerably larger quantities of raw materials and machinery will be released about this time for manufacture of peacetime goods.

3. **October-November:** Unless invasion runs into serious delays, Army probably will start cancelling war-plant contracts in large numbers, though it will continue to insist on stringent control over materials and manufacturing facilities until the emergency has definitely passed. This may be the time when our manpower **SHORTAGE** becomes a manpower **SURPLUS**, with **unemployment in many communities**.

Overtime Pay Is Going

Beyond this point it's impossible for anyone to speculate intelligently. Even after Germany is licked and **war production is cut by 35% to 50%**, many plants will keep going at full blast. Others will be held idle for "emergency orders." But many will be allowed to start reconverting to civilian production.

Where cutbacks in war production will hurt majority of factory **WORKERS** is in **loss of overtime pay**. This will also hurt **BUSINESS** in many communities, because a shrinkage in factory employment of, say, 20% might easily mean a 30% drop in factory payrolls.

Incomes of other wage-earning and salaried classes, as well as incomes from agriculture, dividends, interest, etc., **will hold up well**.

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Between Ourselves

Why it took a war to make us conscious of their uses and attractions is anyone's guess, but luminescent effects will be all around us in a few years—perfected, of course, by wartime research.

The examples we know best are phosphorescent watch dials and fluorescent lighting. But the same ideas will extend to dozens of things which we may want to see glow in the dark. Ideas in progress:

Stair landings, women's hair ornaments, Christmas tree decorations, electric switches, highway signs, dress fabrics, (and even feminine make-up), door panels, safety devices and even wall paper in bizarre patterns.

* * *

Invasion master minds are wondering if Germany's manpower is becoming so exhausted that she is now compelling diabetics to fight in front lines. Reason: It's known that field medicine chests recently found among captured enemy equipment contain insulin.

* * *

Truck transportation crisis should pass late this year or early next. It's understood WPB will authorize production of light trucks at almost pre-war levels in first quarter of 1945, while number of medium and heavy trucks coming off production lines will be stepped up sharply during last quarter of this year.

* * *

Closely guarded secrets are "literally hundreds" of new food products to be introduced on the market after the war, according to one leading food processor. It may be possible for the housewife to order from the grocer a complete meal that has been cooked, then quick-frozen, thus reducing time and trouble of cooking dinner to an absolute minimum.

* * *

Pay no attention to alarmist (or propaganda) rumors that thousands of service men, especially aviators, have been deafened in the war, that thousands more have

Country as a whole will still be in good shape, though business will be "spotty." Many war workers will be REHIRED as reconversion proceeds.

But Prosperity WILL Continue

Thus in spite of a possible 50% drop in war production by end of the year, it's estimated total U.S. incomes **WON'T** decline drastically all at once. They'll sink from present level of 150 billion dollars to around an estimated 135 or 140 billion. This augurs a PROSPEROUS 1945, at the very least.

All these plans for easing back to peacetime production are meshing more SMOOTHLY now. Army and WPB are beginning to work together. Within two or three weeks all Army contractors will be told just how large their cutbacks will be at end of European war. Congress, however, is still laggard in implementing post-war plans of any kind—and won't be jolted into action until after the political conventions.

Stealing CIO's Thunder

It's secret so far, but if CIO Political Action Committee continues its campaign to purge 70 more or less conservative members of Congress, big business groups intend to steal the formula and organize similar groups, with unlimited campaign funds, that would take advantage of the same loophole in our election laws.

Neither labor unions nor corporations, as such, are legally allowed to use big political slush funds. But CIO group contends it isn't a "union," so big business can contend it doesn't represent "corporations."

What Used Car Ceilings Could Mean

Automobile dealers all over the country are up in arms over OPA's decision to put ceiling prices on used cars—even though the possibility had long been foreseen. They predict the public, as well as themselves, will find it a bitter pill to swallow. Among the reasons:

1. It will create a black market in used cars just as ceiling prices have already created a black market in used trucks.
2. Used car ceiling prices can't be "fair prices" because no two cars—even of same model, year and mileage—are exactly equal in value. The ceiling price penalizes owners who have taken good care of cars, favors those who have abused theirs.
3. Abolishing the free market in used cars may seriously retard or even halt the flow of used cars from one section of the country to another, where cars may be needed direly. Thus the measure might defeat its own purpose of making it possible for war-plant workers to get cars.

But It May Not Come to That

Dealers and others should not be overpessimistic, however, until they see how used car ceilings work out. Confidentially, it's understood in Washington that OPA can't enforce ceilings too rigidly.

It's understood privately that ceilings **WON'T** absolutely freeze used car prices . . . that they'll only retard the rise. Workers **MUST** have cars, and they've been complaining bitterly over prices they must pay. Enforcement of ceilings isn't likely to be stringent unless prices keep rising TOO rapidly.

Between Ourselves

Continued

been blinded and that large numbers of Seeing-Eye dogs must be trained to take care of the latter. Army reports only 73 cases of blindness up to March 1.

* * *

Soviet Russia's population is growing so fast that it will reach 250 million in another 25 years if wars or boundary changes don't interfere. This is latest report of experts who've been studying expansion of Stalin's country. And this in spite of the fact that marriageable women outnumber men by more than 10%.

Next few years, it's predicted, will see enormous eastward migration in Russia, similar to our westward expansion movement in 19th century.

* * *

New highway systems will spring up on big scale just after the war if 1½ billion dollar federal-aid bill passes Congress—and the chances are good. It's just been approved by the House Roads Committee. During first year after war, federal gov't would contribute 60% to cost of new highway projects if state provides 40%, but thereafter the traditional 50-50 matching principle would be followed. In short, nearly 3 billion dollars will be available for road projects if the plan goes through completely.

* * *

Automotive News survey of the big-volume motor dealers shows nearly all expect to go aggressively after service business in post-war era, despite bigger profits to be made from selling cars. War experience, it's said, has taught them service department is best insurance they can have for their business.

* * *

Beauty shop operators are alarmed over rapidly growing popularity of "home-made permanents," since permanent waving is a major source of income to the shops.

Home permanent-wave kits, selling all the way from 59c to \$2, aren't new, but they've boomed rapidly under wartime conditions, and have established a firm hold. One manufacturer alone expects to sell 10 million kits this year.

(CONTINUED ON PAGE FOUR)

NEWS SCOOP

Arthur Hale, the News Commentator who Sees Through Time, is accredited today with another bulls-eye. More than six weeks in advance, in his "Confidentially Yours" broadcasts, Hale forecast the dramatic raids on Japan by the new Super-fortress B-29 bombers! Hale is heard thrice weekly on more than 100 stations of the Mutual Network (sponsored by Sinclair Refining Company), each Tuesday, Thursday and Saturday at 8 p.m. EWT (7 p.m. CWT). See your newspaper for variations in local broadcast times.

Used-car rationing (or requisitioning) can be dismissed as a possibility unless very severe military reverses in Europe prevent resumption of car-making next year.

Where Will the "Third Front" Be?

Many unofficial military observers simply can't see our Normandy invaders fighting all the way across the widest part of France, hurling themselves against the Maginot and Siegfried lines, and thence on to Berlin.

Consensus of inside opinion, at the moment, is that other "fronts" are inevitable, but naturally confirmation is impossible. Speculation centers largely around southern France—but a strong minority in Washington seems certain Russia has been delegated to **administer the coup de grace from the East**.

"Precision Coffee" At Last!

Radical changes in home equipment and furnishings won't come along for a year or so after the war. Like automobiles, the 1942 models will come on the market first. But two years later will see marked improvements in beauty and efficiency.

For the kitchen you can expect: Streamlined, fairly inexpensive quick-freezers; refrigerators with larger ice-coil compartments and better interior arrangements (including violet-ray lamps to keep food from spoiling); automatic coffee makers to make "precision" coffee; automatic toasters that do new tricks; improved dish washers and food mixers with almost human intelligence; colored aluminum trimmings and utensils; pressure cookers that will cook vegetables in 30 seconds. (But no high-frequency cooking for at least another five or ten years).

How We'll Dispose of Surplus Goods

How will gov't get rid of its billions of dollars worth of surplus consumer goods? It's a question of great importance to merchants and other business men. Here's latest dope on gov't disposal plans:

1. **Goods won't be dumped on market** and thereby unsettle normal trade. Sales will be made only after market has been tested.
2. **Negotiated sales and sealed bids will be first methods of sale.** Auctions will come later. Preference will be given to jobbers and wholesalers, but retail dealers who customarily buy direct from the factory will also be allowed to bid.
3. **Lots will be small enough** to enable little dealers to bid along with bigger firms.
4. **Terms will be strictly cash at first**, but a credit plan is being worked out meanwhile.

Tale of Wayside Inns

Watch for a big boom in roadside hotels after the war. Many hotel men expect to build highway inns which will not only capitalize on the revival of motor traveling, but also will serve as feeders to their present city hostelryes.

Most city hotels will probably have tough sledding, since they'll have to average about 80% occupancy to break even on higher costs. Few new hotels will be built except in cities which war has boomed, but many will be modernized with big profits they've made in last three years.

Things to Come

The President's movements at the approach of the Democratic National Convention may assume a surprising pattern. Military inspection is the keynote, possibly a visit to a European bridgehead, to equalize Prime Minister Churchill's eye-catching French battlefield visit. Political campaigning for FDR is to be at a very minimum and late in the summer.

* * *

New German peace moves are reported in private advices from several neutral European sectors. Inside tip is to watch the Vatican, now that the Allied advance has brought the Papal State within our lines. Pope Pius is known to be preparing new appeals to both sides.

* * *

Key word for Republican campaign-fund raising will be small contributions from the many, and no very large contributions from the few. No treasure chest like the one for Harding, in 1920, full of big gifts from war-made millionaires. Republican vote-getting will be aimed at pleasing military doughboys, rather than catering to industrial Big Dough Boys.

* * *

Big military events, all the way from the Russian Baltic coast to Holland, are expected for mid-summer, when the new Russian summer offensive, just now swinging into stride, reaches a stage for coordination with new Allied blows against Germany.

* * *

All signs point to a vast new automobile age in Russia. Reconstruction plans provide hugely expanded highway and transport facilities in and around the rebuilding cities.

Large import budget allowances will include purchases of automobiles and automobile-producing machinery from the U. S.

* * *

Quip writers will be in demand in both G.O.P. and Democratic headquarters in the slogan departments. G.O.P. wits have worked run-of-the-mine Franklin and Eleanor gags to a frazzle. Fresh punch lines will be welcomed on both sides. But gag-writers are still working the old line, "It may be four years, and it may be forever."

* * *

Call for research genius: When peace comes, a certain group of international experts are going to get out their own almanac—not a World Almanac, but a Universal Almanac, that will cut out a lot of waste material and concentrate on what the war has proved essential ready information. Even the time-honored Whittaker's of England won't be half adequate for the post-war executive.

Why Taxes Will Go Down

You can regard it as certain that both individual and corporate taxes will be reduced after the war. Opinion of leaders in both major parties is that investors, both large and small, must be given **an incentive to invest their funds in U. S. industry.** People must have an **outlet for their present savings.** Industry must be encouraged to **risk expansion,** so as to **keep employment at the present high level.** Reduction of taxes would accomplish all three.

Senator George, chairman of Senate Finance Committee, is convinced **lower taxes would produce more gov't revenue** in the post-war era than present rates would.

Doughgirls to Be Drafted?

All prospect of a women's draft is vanishing. Capitol Hill observers doubt that even a limited women draft amendment to the Selective Service Act has a ghost of a chance. Such an amendment is proposed by Congressman Emanuel Celler of New York. It would effect some 590,000 women between the ages of 21 and 31—who are unmarried and unemployed. Some such limited draft is needed to provide the 600,000 women requested by the Armed forces **to replace men who are going overseas.**

Argentina Wants Rubber

Argentina's want-ad for a synthetic rubber plant is viewed by experts as a post-war gesture, not a feeble effort to help Germany. A synthetic rubber plant at this time in South America won't do Hitler any good. It's too late. By the time the plant could be set up and in production, Germany's fate will be sealed. After the war, however, the S. A. industrialists will try to get in on the ground floor of the synthetic rubber business. Argentina is advertising in the U. S. A. for good reason: after the war, the know-how will be in U. S. hands—not in the mitt of Germany's I. G. Farben crowd.

Disposal of Stockpiles

There's a growing demand among business men for Congress to restrict disposal of our huge stockpile growing up in Europe. Speedy end of the European war, they fear, might result in dumping these overseas surpluses upon speculators who would use them to crowd American business men out of foreign markets. Many business men want Congress to insist that the surpluses be used only for relief and rehabilitation.

Between Ourselves

Continued

What kind of cars will follow the "face-lifted" 1942 models in the post-war showrooms? One noted industrial designer, Brooks Stevens, looks for smaller, lighter cars to meet rising costs and taxes. He doesn't expect future streamlining to differ much from the 1942 models and thinks the rear-engine type auto is no more than an "ultimate possibility."

* * *

Be wary about Pullman reservations this summer. They may be canceled on short notice. It's a general agreement among railroads and Pullman Company to give top priority to wounded men returning from battlefronts. Outlook for rail travel over medium or long distances looks more uncertain with each passing week.

* * *

Now that the glamor is beginning to wear off a little, war marriages are reckoned by leading sociologists as one of our foremost future problems.

"Seven out of ten are headed for trouble," is the opinion of Eduard C. Lindeman, Professor of Social Philosophy at the New York School of Social Science—and similar head-shaking is increasingly noticeable among other observers such as welfare workers, court judges and psychiatrists. Unusual patience and understanding will be necessary, they predict, to save most war marriages.

* * *

We'll ship twice as much oil abroad under Lend-Lease during the next year as we've been doing—but don't worry. It won't make rations over here any tighter, according to latest assurances from high PWA officials.

Over a billion dollars worth of oil is earmarked for our Allies in fiscal year 1944-45.

Confidentially Yours

BUY MORE WAR BONDS

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JUL 25 1944

Confidentially Yours

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Could War End "Too Soon"?

Strangely enough, there's now fear in administration circles that the war may end TOO SOON. Not that anyone hopes it will last a day longer than necessary. But the fear rests upon the knowledge that we are **dangerously laggard** with post-war reconstruction and reconversion measures.

Congress, for example, is so pre-occupied with political fence-mending that there's small chance of getting it back to work on vitally pressing measures until Labor Day. While plans call for reconvening on August 1, little can be expected of the legislators in the midst of such a close campaign as this one. High party leaders expect merely to call the session to order, then scam for the hustings to look after their individual political scalps.

Urgent in case of sudden armistice are demobilization measures and innumerable matters of vital importance to business, such as disposal of government surplus property and settlement of important reconversion questions. FDR has prodded Congress and WPB has gone ahead with some reconversion measures, but congressional preoccupation with campaigning is becoming a dangerous threat to orderly war-to-peace changeover if European fighting ends unexpectedly.

Prussian Clique to Sacrifice Nazis

Military decisions of the Combined General Staffs naturally take no account of political considerations and War Bond Drives. But now that the latest bond drive is over, you can expect the war news to stress the possibility of an earlier-than-expected victory in Europe.

Too many people don't understand war. Big headlines describing a minor or negligible gain create overconfidence, make the uninformed citizen believe "we're licking the tar out of them."

Nevertheless, confidential word from Washington observers who are in close touch with high-command sources, and who are adept at reading between the lines, is that the end of war with Germany is

Between Ourselves

Oil is Germany's weak spot today—and she cannot carry on war much longer unless she gets bigger supplies in a hurry. Many of Germany's plants manufacturing ersatz gasoline from coal have been bomb-demolished. She is in immediate danger of losing most or all of her sources of natural oil.

In mechanized war, which eats up unbelievable quantities of oil and gasoline, Germany stands little chance of surviving past November if destruction of her oil sources continues at present rate.

* * *

Advertising can overdo itself. So much stress has been placed on new "miracles" which will come to the post-war home that advertisers now have to spend money reversing themselves.

Steve Hannigan, ace publicity man, has been retained by National Association of Home Builders to disillusion the public gently. Builders are afraid the public won't buy homes after the war when they learn they can't immediately get the streamlined, dream-home innovations described in the 4-color magazine advertisements.

* * *

General Motors, which has been responsible for an enormous part of U. S. airplane production during the war, has steadily maintained it isn't in the least interested in planes after the war.

Naturally, the market for military planes will shrink practically to nil the day Japan is beaten, but GM has other reasons. Confidentially, it's planning to go into a number of new lines not connected with automobiles, including pre-fabricated units for post-war homes.

* * *

Watch for stricter enforcement from now on of WPB and OPA regulations which hitherto have been flouted for lack of it. One straw in the wind was recent measure vastly expanding enforcement machinery to combat gasoline black marketers.

Publishers are in for it next. With no

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closer than we've been led to expect. German army is cracking fast, and the Prussian military clique is sacrificing as many Nazis as possible in the process, with idea of preserving its own entity.

Coming Revolution in Germany

It's still too early to say when the end will come—but confidential word is that it's certain to be accompanied by an unprecedented explosion within the Reich before the end of the year as Hitler partisans seek to keep the disillusioned German army professionals fighting against impossible odds.

Real blitz in western Europe will come during late summer and fall. Once started, advance of Americans and British across France and Flanders will be far more rapid than in recent drive over mountainous Italian terrain. American superiority in both equipment and speed will be shown dramatically when the blitz starts.

New Leadership in Labor

An overturning of U. S. labor leadership is in the cards, but will not come until after the war with Germany is over. Dissident factions are being organized by present "outlaw" strike leaders whose grievances over-ride the wartime no-strike vow.

This is going to produce a chaotic labor condition during 1944. Even conservative labor leaders fear that unless they consolidate their present favorable position, they'll face a crisis during the war-to-peace transition. Unions right now are beset with innumerable internal quarrels. Any effort by management to reduce wartime wage levels after peace comes will set off a wave of strikes.

Watch, therefore, for strong pressure inside Washington administration circles to reassure workers that WAGES will be kept up, EMPLOYMENT maintained at near-present levels.

Good-bye to "Ersatz" Liquor

Chances are that the liquor-making "holiday" will be extended past August into September. This should deal practically a death blow to sugar-cane gin and "ersatz" liquors which have flooded the country this year.

One month's distillation of neutral spirits represents approximately a four-month retail supply of liquors. U. S. distillers will use grain almost exclusively during this holiday, thus eliminating many fly-by-night brands of inferior liquor from dealers' shelves and virtually killing the black market.

Owing to higher excise taxes (last increase was 75 cents a quart on April 1), sales won't be what they used to be, but the under-the-counter trade is rapidly disappearing, and some dealers are slashing prices of "ersatz" stocks as much as 33% to get rid of them.

Argentina Plays Losing Game

Argentina will henceforth get the only sort of treatment that she can understand. After having paraded for years as champion of Latin-America against "the colossus of the North," she's slipping fast in estimation of sister republics below the Rio Grande. Even the British, who have more money invested in Argentina than in any British dominion, are now determined that an iron hand is necessary.

Between Ourselves

Continued

relief in sight for the critical paper situation, WPB is beginning to send around personal investigators to delve into records of publishers who print more than one publication.

* * *

For Distaff Dept.: Pro and con in the present quarrel over cake make-up seems to favor the pros. Most recent consumer laboratory tests indicate there's nothing particularly harmful in it, despite alarms nationally spread by one leading cosmetic manufacturer.

Elizabeth Arden, long admired as one of the country's smartest business women, momentarily will invade the apparel field.

* * *

FDR's campaign will be one of personal issues when the final heat goes on in August-September. Stress will be laid on Dewey's undeniable inexperience in world affairs. Problems of the coming peace will be highlighted, with the inference that dropping the pilot would be disastrous at this stage.

Watch for news from Washington agencies during the summer playing up all international angles in the news.

* * *

If publishers could get the paper, they'd buy (at a bargain-basement price) various foreign copyrighted works obtainable from the Alien Property Custodian as seized war property.

Catch is that unless they're printed in next two or three years, rights may be returned to original owners—and the paper shortage might easily last for a year or two longer.

* * *

Unless radio networks show an unusual regard for public good will, there'll be fewer and fewer unsponsored educational and symphonic programs on the air between now and year's end. Reasons: Advertising demand for radio time is at an unprecedented high. Very few sustaining programs will survive in coming months. Political speeches will be strictly on a cash basis after the presidential candidates start campaigning.

(CONTINUED ON PAGE FOUR)

LISTEN

The world's news, turned rightside out, is revealed thrice weekly by Arthur Hale, the voice of **CONFIDENTIALLY YOURS**. The broadcasts, now sponsored by Sinclair Refining Company on more than 100 Mutual Network stations, are on the air each Tuesday, Thursday and Saturday at 8 p.m. EWT (7 p.m. CWT). Consult your newspaper for variations in local broadcast times.

Patience of U. S. gov't is about ended. Even if GOP wins the coming election, Argentina can hope for no more sympathetic treatment from Republicans. Note stress in GOP platform on a "fair protective tariff on wheat, cattle and butter," which was designed to reassure U. S. agriculture. (Argentina's chief source of wealth is wheat and cattle.) While Argentina has been one of chief suppliers of meat for both British and U. S. forces overseas, she'll not have ghost of a chance to invade U. S. meat market after the war.

War Controls Are Easing

Relaxation of war controls all along the line is due chiefly, of course, to fact that invasion is in progress and military commanders now MEASURE our needs more exactly.

It has election significance, however, in that it relieves irritations arising from rationing and WPB regulations, with idea of cutting ground out from under GOP campaign appeals, which must necessarily be based on home-front bungling.

But Some Still Don't Work

While rest of retail business is strictly policed, restaurants and drinking places continue to make a fortune by easy evasion of OPA regulations.

It's practically impossible to enforce OPA regulations insofar as they affect restaurant trade. While they carry the usual required notice about prices on their menus, who's going to check up on the previous grades of food they served or on the size of the portions?

It's still a steak sandwich—no matter how thin you slice it or how old the cow that it came from.

The Manpower Riddle

Manpower is becoming greater puzzle than ever to gov't officials. WMC's priority referral plan (forbidding hiring of any male employe without sanction of United States Employment Service) is now in effect, but results may be next to negligible. Reasons:

- 1. There's no compulsion** (nor CAN there be) for a job candidate to take a position he doesn't want. And USES **can't** blacklist him for it.
- 2. All that the scheme can do** is to encourage transient and unemployed workers to accept jobs in war industries where they're most needed.
- 3. Skilled war workers now are turning away in large numbers from war to peace jobs.** Not unpatriotically . . . but they've seen many other skilled workmen let out overnight by war production cutbacks and cancellations. Unless they're in positions where war production and continued employment is definitely assured, they feel they've got to look after their families and their futures.

Labor Is Disappearing

Truth is, at the same time, that many are NOT taking new jobs . . . or trying to work at all for the present. They have money saved up, feel they need a well-deserved rest . . . or are getting lazy. Others are unwilling to transfer their jobs and homes from one city to another.

Things to Come

Big, new Allied military operations in Western Europe are expected in late July and may provide dramatic prelude to Democratic National Convention convening in Chicago. Big Pacific blows are being mounted.

* * *

General "Blood and Guts" Patton is about to hit the front-pages with his new army. Patton has been shaping it "somewhere in Britain." Best guess is, don't bet on it being the Seventh Army. That's a separate mystery in itself.

* * *

President Roosevelt's acceptance speech for the fourth term nomination is likely to be delivered from a comparatively unprecedented spot. Executive is not planning to visit Chicago to accept in person and no extensive inland travel is likely until after August, even for vote-getting.

* * *

If Gov. Thomas E. Dewey is elected President, some of his hitherto "invisible" advisors will emerge into important government posts. Cabinet rank is predicted for the radio newscaster Lowell Thomas, who has been Dewey's country neighbor at Pawling, N. Y., and elbow-confidant at various and sundry times. One rumor says that Thomas would prefer a foreign ambassadorship.

* * *

The Nazi *robotblitz* is soon to reveal an entirely new pattern of war preventative. Allied nations are weighing a plan to use robot-bombers to safeguard the peace.

Meanwhile Nazi bombardment of London is exceeding Allied bombardment of Berlin, and an Allied counter-blow is due to restore Allied airpower prestige. Private advices from Britain reveal enormous casualties of minor injuries due to flying glass from thousands of broken windows, smashed in by concussion from exploding rocket bombers.

* * *

In the post-war world, the average U. S. citizen will live to the biblical "threescore and ten" with no trouble at all.

This is the prediction of vital statistics on the basis of latest facts. Notwithstanding war-time conditions, U. S. life-span has been on the upward march since the turn of the century and 1942 marked all-time high with an average of 65 years. Since then, medicine has made new strides with new drugs to combat old enemies.

This is accounting for the mysterious disappearance from the labor market of numerous war workers. Once they're let out, they may not re-apply for war jobs or may refuse to take those that are offered.

This trend will continue throughout the coming period of war production cutbacks and cancellations unless further war employment incentives or congressional legislation (to keep workmen in strictly war jobs) are forthcoming.

One incentive that Congress will **EVENTUALLY** offer is special unemployment insurance for war workers . . . but right now there's no telling **WHEN**. Another possibility: travel allowances for war workers who must go from one job to another.

This Is the Tax Picture

As we stated recently, business will be given a big boost next year by a cut of at least 50% or outright repeal of the excess-profits tax. Practically all legislative tax experts are privately in agreement on this.

But there'll be no overall tax reduction of 50%, as suggested by recent campaign propaganda. Taxes **WILL** be reduced in quite a number of brackets and categories . . . but nothing so drastic as cutting them in half. Here are present possibilities:

1. Very slight trimming of corporation normal and surtax.
2. Practically no change in individual income taxes except in lowest brackets.
3. About a 50-50 chance of abolishing the capital stock tax.
4. Bigger payroll taxes. New Social Security measures will come along.
5. Double-tax on corporate dividends to be altered.

The Arabian Oil Deal: Finis

Concerted action of the oil industry, plus diplomatic and political complications that were loaded with dynamite, is responsible for gov't dropping the Arabian oil deal.

The pipe line may yet be built, but not with gov't funds. Fact that war in Europe is near an end (the pipeline would never have helped us win it) considerably weakened Ickes' position in the face of strongly organized industry opposition.

Between Ourselves

Continued

Time was when party platforms meant something. Today practical politicians in both parties recognize them for what they are: a bid for votes without necessity of carrying out the implied pledges.

General tenor of campaign speeches will be best indication of what each party really wants to do. Therefore ignore platform oratory and sure-fire popular appeals during the coming campaign. Watch developments when candidates really begin to pin each other down.

* * *

Here's one result of the household linen shortage. A number of enterprising laundrymen and office-towel suppliers have gone into the sheet-and-pillow-case-rental business. There are post-war possibilities in it, too.

* * *

Here's an illustration of the drastic business changes ahead of us:

While WMC's most desperate plan to recruit war workers (priority referral) got under way this month, economists are predicting that by end of summer there'll be one million unemployed and by the end of the year 2 million.

Reason: conversion from peace to war was a gradual process. Reconversion from war to peace will be far more chaotic.

* * *

Main reason why there'll be no new tires for "A" card holders until 1945: If rubber processors can accommodate ALL civilians, it can't very well pretend to armed services that its manpower needs are critical and that its workers should get deferments.

* * *

Don't make down payments to get "priority" on the first products to come off the peacetime assembly line unless you're sure they're what you want. This is high-pressure selling, and while it's legitimate it isn't wise for you to fall for it.

Confidentially Yours

BUY MORE WAR BONDS

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Armistice Should Come in November

End of war with Germany by November is now generally expected by highly placed officials who are in closest touch with military developments.

They WON'T say so publicly . . . for good and obvious reasons. Most military men constantly warn the country to expect a long, tough fight in Europe. Military men have to play SAFE. They fear a possible let-down in war production. They fear war workers may rush from their present jobs to peacetime occupations if they feel Germany is nearly licked.

Important civilian officials are doing the same kind of talking PUBLICLY. But PRIVATELY they're expressing the opinion that Germany will be beaten by November at the latest, and MANY think the end will come in October.

Let-Down May Prolong Pacific War

Military men, on the whole, aren't afraid that the war in Europe will be unduly prolonged. We're well supplied there. We have enough to beat Germany. What brass hats are chiefly afraid of is that **any national let-down now may imperil our chances in the Pacific** and unnecessarily prolong the Japanese phase of the war.

Moreover, experience since the start of invasion seems to prove that **Germany's supply situation is more critical than we'd hoped for.** It's a known fact that she's desperately short of gasoline, of ball bearings and other critical mechanical parts, and that her manpower reserves are nearing the critical stage. There's still almost no sign of the Luftwaffe.

Increasing Gestapo control back of the battle lines vividly illustrates the growing disillusionment of the German military caste. It shows how greatly Nazis fear that their army leaders may quit. With Russians pounding at the gates of East Prussia (seat of the Junker military aristocracy), pressure for an armistice is certain to mount rapidly.

In This Week's Issue

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Between Ourselves

You can expect "ersatz" war goods to disappear from store shelves rapidly from now on, as war with Germany nears its end. Only a few stores are replacing their stocks of such substitutes, while most are anxious to close them out.

Women's shoes made of ersatz materials probably will remain for some time, however. They're non-rationed, and acute shortage of hides and leathers promises to remain for at least several months after the European war. No early end to shoe rationing is foreseen at this time.

* * *

Motorist's dream: An electronic gadget that automatically opens the garage door as you drive up, then switches on both house and garage lights at the same time. It's burglar-proof and works only with your own car. A leading aircraft company is promoting the idea for post-war.

* * *

Whiskey from cows? Yes, it's possible right now. Chemists have learned how to convert milk into alcohol of the same quality as neutral spirits used in whiskey (though it probably won't be used for that purpose in the near future).

Wartime research has developed dozens of new products made from milk—including plastics, dress fabrics, chemicals, drugs, and even a type of synthetic rubber. As a result, dairy farmers in the future will have a more stable market for their output.

* * *

Final sales figures to be released early in August will reveal that the apparently poor showing of individual war bond purchasers during the last drive was much better than previously announced. It takes a long time to compile final totals. Besides, sales during the entire month of July count toward the goal.

* * *

Confidential reports coming out of Russia make it seem fairly certain that she's aiming to become the second greatest industrial

Critical Battles Are Just Ahead

Early peace bids will be rebuffed by the Allies—as they usually are. Such bids can be expected toward the latter part of the summer after Germans have been thrown back with severe losses in the critical battles believed to be imminent.

Many military men with excellent inside contacts now believe it will not be necessary for us to fight our way entirely across France and Flanders. Their private opinion is that Germany will crack when Russian troops thrust into the Reich from the east.

Nevertheless, it would be wrong to suppose Germany's last-ditch fight won't be a hard one—one that will cost heavily in American lives. Expectation of unprecedentedly high casualties in next three months lies behind many of the grim warnings issued recently by our own leaders.

Unemployment Will Be Heavy

We've said it before, but it's worth repeating: There'll be MUCH UNEMPLOYMENT for awhile after Germany is knocked out. Recent pulling-&-hauling between Army and WPB over reconversion plans reflects the alarm that some high government quarters feel over this prospect.

Slowness of reconversion and post-war planning in Congress will catch the country UNPREPARED at the end of the European war. Overnight dismissal of hundreds of thousands of war workers is regrettable but inevitable. The gov't won't be able to cushion the shock immediately with public works and other projects. Many workers will be re-employed within three to six months, but should anticipate the POSSIBILITY of dismissal three or four months from now.

Tire Shortage Will Hit Trucks and Busses

Many trucks and busses may be forced off the road this summer for lack of tires. The truck tire shortage was never more critical. Army is now getting 88% of all those manufactured. Truck owners will receive only 12% during next two months, compared with 25% formerly.

Speed-up in the tempo of war is eating up military tires so rapidly that manufacturers can barely keep up with army needs. Labor and processing facilities are still two big bottlenecks. No more labor can be diverted from the passenger car tire program.

Car owners, therefore, won't suffer any more than they have in recent months, but truck and bus operators will face a grave problem before end of summer.

What Bumper Crops Will Mean

We're licking one of the country's biggest problems this summer—the feed grain shortage. All indications are now that both corn and wheat crops this year will be largest in many years. Corn crop promises to exceed 1941 record of 3,132 million bushels if recent drought doesn't damage it too much. Wheat estimate is 793 million bushels (second only to the 1931 record of 825 million).

This will mean more MEAT next winter than we've been expecting. Until now it looked as if meat supplies six or seven months hence might be as short as in early days of rationing.

Farmers will reap biggest profits in many years, with both meat

Between Ourselves

Continued

power in the world—topped only by the U. S.—as result of her projected ten-year post-war program.

Russia has vast resources of material and labor. If she can get sufficient credits for the ten billion dollars worth of industrial equipment that she plans to buy from the U. S., her expansion will be enormous, overshadowing British industry.

* * *

Surly postal clerks who pretend to be doing you a favor if you want to cash a money order will soon feel effects of a sharp crackdown. Complaints against inefficient and impolite civil servants in P.O. dep't have grown so numerous that a countrywide survey has been undertaken by higher-ups.

* * *

Industrial experts who've been in close touch with the problem doubt now that Germany's collapse will bring a rush of civilian goods back on the market.

Formerly they estimated that about two-thirds of plants engaged in war work could resume production of peacetime products when European war ended. Now they think that only 20% to 30% will be able to do so. Reason: Much special new equipment will be needed to finish the war with Japan, and many plants released from war contracts will take a long time to reconvert.

* * *

New marvels to be introduced into the post-war home are now a dime a dozen, but a leading glass maker offers these as "possible though still visionary":

Plastic refrigerators containing ice-water taps, ice-cube ejectors, revolving shelves and quick-freeze units. Kitchen air-conditioning units which neutralize odors of cabbage, etc. Windows that open when you push a button.

* * *

Small businesses, which have been stepchildren of the war production program, will have tough sledding until the reconversion tangle is ironed out.

(CONTINUED ON PAGE FOUR)

LISTEN

The world's news, turned rightside out, is revealed thrice weekly by Arthur Hale, the voice of **CONFIDENTIALLY YOURS**. The broadcasts, now sponsored by Sinclair Refining Company on more than 100 Mutual Network stations, are on the air each Tuesday, Thursday and Saturday at 8 p.m. EWT (7 p.m. CWT). Consult your newspaper for variations in local broadcast times.

and grain prices holding up well. Example: Wheat growers are averaging \$1.45 a bushel this year compared with 1935-39 average of 84 cents.

It's good news for Europe, too, because this year's wheat production in U. S. and Canada will be twice as large as domestic needs. A big supply will be available for European relief.

The Other Side of the Picture

Here are home-front shortages you can expect in next few months:

EGGS will be **scarcer** (gov't having reduced its stock of cold-storage eggs by 30% in May and June). You'll continue to have trouble finding **COTTON CLOTHING** and **HOUSEHOLD LINENS**. **VEGETABLE** supply is threatened by recent drought in eastern half of the country. **TRAIN ACCOMMODATIONS** will be even harder to get most of the time. **DRY CLEANING** and **LAUNDRY** services, now already seriously overburdened, will become increasingly slower due to the manpower shortage.

REPAIR PARTS for household machines such as refrigerators and electric washers are getting **seriously scarce**. You'd be wise to check condition of these irreplaceable machines right now and locate replacement parts that may soon be needed.

As far as low-cost clothes are concerned, however, WPB has prepared new crack-down orders to manufacturers that are expected finally to get results, though such results may not be evident for some months.

Gasoline Supplies Are Dropping

As gasoline supplies grow shorter in some parts of the country, some dealers are resorting to "whiskey dealer methods"—i.e., selling only to favored customers. Many filling stations are running out of gasoline because suppliers had been selling more than their quotas. However, situation hasn't become generally serious yet.

Army is using more gasoline in the European war than was anticipated. One reason: Airplane losses have been lighter than expected, hence there's more flying.

Filling station men are presently educating motorists to expect a new drop in quality of gasoline, due to military demands for high-octane fuel. Recent average for automobile gas has been 72 octane, compared with pre-war 74-76. Soon the average will drop to 70 octane.

Can't Expect New Model Cars

While the automobile makers can get an earlier start on their post-war models (as permitted by the recent WPB order), very few expect to offer anything much different from the 1942 models next year.

Motor manufacturers say they simply haven't the engineers and other technical help to develop new models. All the good technicians are still tied up completely on war work, and can't be released in time to originate new models for the 1945 market.

We Will Lead in Rubber

Our synthetic rubber industry will NOT be as much of a white elephant in post-war years as industrialists privately predict. Enormous technological strides that are lowering the cost and raising the quality presage a future world market that experts originally thought was unattainable.

Things to Come

Look for big crop of peace moves, peace offers and off-the-record peace negotiations in late September and early October. Feelers will be put out to neutral countries, to the Vatican and to well-known peace-loving statesmen like Field Marshal Jan Christian Smuts, Premier of South Africa. Members of U. S. Congress and British Parliament who have voiced peace or disarmament sentiments in the past will also be a target.

* * *

Prepare for a new Alaskan "gold rush." A group of workers on the Alcan highway—prospecting on their day off—are said to have found a rich gold vein in virgin Yukon territory—80 miles east of the Alaskan boundary. The gold is said to assay at \$190 per ton and the vein is in a field where no white man ever put foot until the holidayers wandered into it.

* * *

The first country Hitler invaded on his move into Western Europe promises to be the first country to be voluntarily abandoned by the Nazis. Inside indications are that the Germans will pull out of Norway shortly. The manpower now garrisoning Norway is badly needed elsewhere and Norway has become a liability rather than an asset to the Nazis.

* * *

The next complete census of the U. S. A., to be taken in 1950, will find the total population well over the 150,000,000 mark. This inside prediction is based on interim government estimates and life insurance figures. No great increase is looked for in the birthrate, but there will be a big jump in longevity. War-time medical discoveries are soon to make heavy inroads into the annual toll of deaths from pneumonia and influenza.

* * *

Spotlight General Leslie McNair as a probable top military hero when the bottleneck of the Cherbourg peninsula is broken and United Nations forces attempt to blitzkrieg into Germany. McNair has been transferred from his Washington post as Chief of the Army's ground forces to what is identified only as "an important assignment in Europe." McNair is rated as an outstanding field commander, and an expert on the type of open mechanized warfare which will be necessary in France. He seems destined to get the assault job originally earmarked for General Patton, still in the doghouse because of congressional vindictiveness.

For at least five years after the war, if not indefinitely, there'll be plenty of demand for American synthetic rubber. If Japan is beaten in 18 months, it will take as much additional time to get Malayan crude plantations back in shape. Meanwhile, the world scarcity will absorb the U. S. synthetic output.

Gov't Has Eye on Truckers

Gov't is planning two new steps to ease the growing motor transportation crisis.

First, Office of Defense Transportation may get tough with truck operators who don't take care of their vehicles. Operators who don't take care of tires, lubrication and maintenance will find it hard to get new equipment.

Second, OPA is pressuring truck line operators to pay designated gasoline dealers by "ration check" rather than supply their drivers with coupons, which find their way into the black market.

Headache for Insurance Companies

Trucking business these days is beset with so many dangers that insurance firms are becoming loath to underwrite cargoes.

Claims for cargoes lost, damaged or stolen have increased fivefold in the last year. Insurance companies say they're now paying out \$1.25 in claims or expenses for every dollar collected in premiums.

Chief risk is age of trucks and drivers. Older, less efficient men have had to replace younger drivers. Trucks are over-age and over-burdened. Then, too, highjacking of valuable cargoes—especially of rationed and war-scarce goods—has more than doubled in last twelve months.

More Pressure on Argentina

Chances are better than even that U. S. will freeze Argentine funds in this country as an ultimate step in our policy of firmness toward the southern republic. British won't join us in a measure so drastic, however, because they're dependent on Argentina for most of their meat supply.

You can expect administration to keep putting the screws on Naziphile partisans of Argentina until the European war is over—and thereafter a definite period of coolness so long as present groups remain in power.

Between Ourselves

Continued

For a long time they found it hard to get war orders. They've fared a little better in recent months. But now that war production is declining, they're losing their subcontracts. Yet they're not allowed to resume their production of peacetime goods. Many will fail unless they can handle new orders soon.

New-style hand sets that are expected to be introduced after the war will make telephoning easier. There'll be no necessity to lift instrument from the cradle while dialing a number. A buzzer tells whether the line is busy, and a signal light indicates call is going through.

Government control over paper will continue for years after the war. Paper shortages will grow worse as civilian demands replace military needs. Research laboratories all over the world are going to work feverishly in quest of cheaper paper or a synthetic substitute. School books, already out of date, alone constitute an enormous demand.

Furniture outlook today is the darkest in the history of the trade. Reasons are continuing shortages of lumber and of cotton for upholstering fabrics. There'll be far less furniture on the market during latter half of the year, and colors and weaves of upholstered furniture will show far less variety. Many retailers and wholesalers can't get half of their needs.

You'll soon be able to buy color film for 16-millimeter movie cameras that you can process at home. Manufacturers have found a means of successfully applying three emulsions on the film, each sensitive to one of the three primary colors. Amateur photographers will welcome the opportunity to develop color movies themselves.

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